

ESTTA Tracking number: **ESTTA781414**

Filing date: **11/07/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Apple Inc.
Granted to Date of previous extension	11/06/2016
Address	1 Infinite Loop, Cupertino Cupertino, CA 95014 UNITED STATES

Attorney information	Joseph Petersen Kilpatrick Townsend & Stockton LLP 1080 Marsh Road Menlo Park, CA 94025 UNITED STATES cgenteman@kilpatricktownsend.com, aroach@ktslaw.com, jpetersen@ktslaw.com, agarcia@ktslaw.com, tmadmin@ktslaw.com Phone:650-326-2400
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Applicant Information

Application No	86848866	Publication date	05/10/2016
Opposition Filing Date	11/07/2016	Opposition Period Ends	11/06/2016
Applicant	ReUselt, LLC 2151 Professional Drive, Suite 260 Roseville, CA 95661 UNITED STATES		

Goods/Services Affected by Opposition

Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Promoting public awareness of recycling for business, charitable and fundraising purposes
Class 040. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Recycling of used goods


Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	1078312	Application Date	03/25/1977
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Registration Date	11/29/1977	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE		

U.S. Registration No.	3928818	Application Date	05/03/2007
Registration Date	03/08/2011	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01</p> <p>Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, or-</p>		

	ganizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above
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U.S. Registration No.	1114431	Application Date	03/20/1978
Registration Date	03/06/1979	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF ANAPPLE WITH A BITE REMOVED.
Goods/Services	Class 009. First use: First Use: 1977/01/00 First Use In Commerce: 1977/01/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE

U.S. Registration No.	2715578	Application Date	07/01/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			

Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01</p> <p>Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [modems;] audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software; [telecommunications software, namely, for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above</p>

U.S. Registration No.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31 Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest</p>		


U.S. Registration No.	2683410	Application Date	04/25/2002
Registration Date	02/04/2003	Foreign Priority Date	NONE

Word Mark	APPLE STORE
Design Mark	APPLE STORE
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 1997/11/01 First Use In Commerce: 1997/11/01 Retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via a global computer network featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto

U.S. Registration No.	2424976	Application Date	11/23/1999
Registration Date	01/30/2001	Foreign Priority Date	NONE
Word Mark	THE APPLE STORE		
Design Mark	THE APPLE STORE		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1997/11/00 First Use In Commerce: 1997/11/00 online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories		

U.S. Registration No.	2462798	Application Date	11/23/1999
Registration Date	06/19/2001	Foreign Priority Date	NONE
Word Mark	APPLE STORE		
Design Mark	APPLE STORE		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1997/11/01 First Use In Commerce: 1997/11/01		

	online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories
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U.S. Registration No.	2926853	Application Date	08/16/2002
Registration Date	02/15/2005	Foreign Priority Date	02/26/2002
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 035. First use: First Use: 1983/00/00 First Use In Commerce: 1983/00/00 analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto</p> <p>Class 039. First use: First Use: 1985/00/00 First Use In Commerce: 1985/00/00 computerized data storage services; data storage relating to business</p>		

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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Joseph Petersen/
Name	Joseph Petersen
Date	11/07/2016

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 86/848,866

For the mark: **GREEN APPLE**

Filed: December 14, 2015

Published: May 10, 2016

APPLE INC.,	X	
	:	
Opposer,	:	Opposition No.
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
	:	
REUSEIT, LLC,	:	
	:	
Applicant.	:	

APPLE INC. (“Apple” or “Opposer”), a corporation organized and existing under the laws of California with a principal place of business at 1 Infinite Loop, Cupertino, California 95014, believes that it will be damaged by the issuance of a registration in Classes 35 and 40 for the GREEN APPLE mark underlying Application Serial No. 86/848,866, filed by ReUseIt, LLC (“Applicant”), and hereby opposes the same.

As grounds for its opposition, Opposer alleges as follows, with knowledge concerning its own acts, and on information and belief as to all other matters:

1. Opposer is the world-famous designer, manufacturer, and distributor of personal computers, mobile communication and media devices, digital media players, and many other goods and services, and Opposer’s APPLE brand is one of the best known brands in the world. Opposer designs, manufactures, and/or markets in interstate and international commerce a broad line of technology-related goods and services.

2. Opposer has long demonstrated a commitment to the environment and “green” causes. For example, for many years Opposer has offered its Apple and the Environment recycling program, which encourages consumers to recycle their APPLE devices either online (by providing a prepaid mailing label that can used to ship the device to Opposer) or at an APPLE STORE retail outlet. Opposer’s commitment to recycling has succeeded in diverting millions of pounds of e-waste from landfills. Recently, Opposer introduced a line of robots that can disassemble an iPhone mobile device every 11 seconds and sort its high-quality components so they can be recycled, reducing the need to mine those resources from the earth. Attached as **Exhibit 1** is Apple’s 2016 Environmental Responsibility Report highlighting the steps Apple is taking to help preserve our environment for future generations. [Attach http://images.apple.com/environment/pdf/Apple_Environmental_Responsibility_Report_2016.pdf]

3. Since at least as early as 1977, Opposer has extensively promoted, marketed, advertised, distributed, sold and/or rendered goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE and/or a visual equivalent of the word, to wit a logo depicting a stylized apple with a “bite” and a detached leaf, as shown below:



(the “Apple Logo”) (collectively, the “Apple Marks”).

4. Opposer’s family of Apple Marks are distinctive, arbitrary and fanciful marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Opposer’s extensive advertising, promotion, and use of the Apple Marks in connection with a

variety of goods and services, the Apple Marks have acquired enormous goodwill, and have come to be identified immediately with Opposer as the source of its goods and services. Given the fame of the Apple Marks, and in particular the APPLE STORE[®] retail sales outlets, consumers overwhelmingly associate an APPLE formative word mark with Apple, its wide variety of technological goods, and its retail services.

5. The Apple Marks are famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.*, and are among the most valuable trademarks in the world. The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

6. For many years, Opposer's APPLE brand (including the Apple Logo) has consistently been recognized as one of the world's most famous brands. In May 2016, *Forbes* magazine ranked the APPLE brand as the world's most valuable brand for the sixth year in a row, with an estimated valuation of \$154.1 billion, 87% more than second-ranked Google. Attached as **Exhibit 2** are printouts of *Forbes* magazine's articles regarding its list of the most valuable brands from 2016, 2015, 2014, 2013, 2012, and 2011, obtained from its website.

7. In 2016, for the fifth consecutive year, Apple won the *Harris Interactive* "Brand of the Year" award in the tablet computer category, beating out its competitors. In 2016, Apple was also named the #1 brand in the categories of computer manufacturer, mobile operating system, operating system, smartphones, and online computer retailer. Attached as **Exhibit 3** is a printout of the *Harris Interactive* report obtained from the website at <http://www.theharrispoll.com/business/2016-Brands-of-the-Year.html>.

8. In addition, Interbrand has consistently recognized Opposer's APPLE brand as belonging in the top 50 of the world's most valuable brands, increasing in value each year. In 2013, the APPLE brand took the top spot for the first time as the most valuable brand in the

world, and has maintained this number one position for the 2014, 2015 and 2016 rankings. The rise to the number one position came after an increase in Apple's position in 2012 from 8th (2011) to 2nd (2012), with the biggest growth in estimated brand value in Interbrand's 2012 rankings: 129%. Previously, the APPLE brand rose nine spots in Interbrand's rankings—from 17th (2010) to 8th (2011)—and increased in estimated brand value by 58%. Attached as **Exhibit 4** are copies of relevant pages of Interbrand's "Best Global Brands" rankings, in reverse chronological order from 2016 through 2010. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past five years:

- i. 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$178.12 billion.
- ii. 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$170.28 billion.
- iii. 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$118.86 billion.
- iv. 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$98.316 billion.
- v. 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated brand worth of U.S. \$76.568 billion.
- vi. 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated brand worth of U.S. \$33.492 billion.
- vii. 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated brand worth of U.S. \$21.143 billion.

9. Over the past eight years, Millward Brown Optimor ("MBO"), a leading market research and brand valuation and management company, has found APPLE to be one of the world's top brands in MBO's "Brandz™ Top 100 Most Valuable Global Brands," an annual assessment of the 100 most valuable brands in the world. In MBO's 2016 rankings, Opposer's APPLE brand was ranked as the world's second most valuable brand with a value of \$228.5

billion. In 2015, Apple ranked as the world's most valuable brand, a rank it also held in 2011, 2012, and 2013. Opposer's APPLE brand ranked 2nd in 2014, 3rd in 2010, 6th in 2009, and 7th in 2008, clearly demonstrating that the APPLE brand has been recognized as one of the world's most valuable brands for nearly a decade. Attached as **Exhibit 5** are copies of relevant pages of MBO's rankings in reverse chronological order from 2016 through 2008.



10. Opposer also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of "Most Admired Companies." Opposer has featured prominently in these rankings each year, and for eight years in a row from 2009 to 2016, it was named the "World's Most Admired Company" for the year. Before 2009, *Fortune Magazine's* list was limited to "America's Most Admired Companies," and Opposer also topped this list in 2008. Attached as **Exhibit 6** are true and correct copies of printouts of relevant pages of *Fortune Magazine's* "Most Admired Companies" rankings in reverse chronological order from 2016 through 2008.


11. Opposer is the owner of numerous United States registrations on the Principal Register for the Apple Marks, including, without limitation, the following registrations:

TRADEMARK	SER. APP./ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
APPLE	1,078,312	Mar. 25, 1977/ Nov. 29, 1977	Class 9: computers and computer programs recorded on paper and tape (first used Apr. 1976)
APPLE	3,928,818	May 3, 2007/ Mar. 8, 2011	Class 9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display

TRADEMARK	SER. APP./ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adaptors; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting

TRADEMARK	SER. APP./ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above. (first used Apr. 1, 1976)</p>
	1,114,431	Mar. 20, 1978/ Mar. 6, 1979	Class 9: Computers and computer programs recorded on paper and tape (first used January 1977)

TRADEMARK	SER. APP./ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			
	2,715,578	July 1, 2002/ May 13, 2003	<p>Class 9: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, audio speakers; computer video control devices, namely, computer mice; a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; electronic mail and messaging software; database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved. computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer</p>

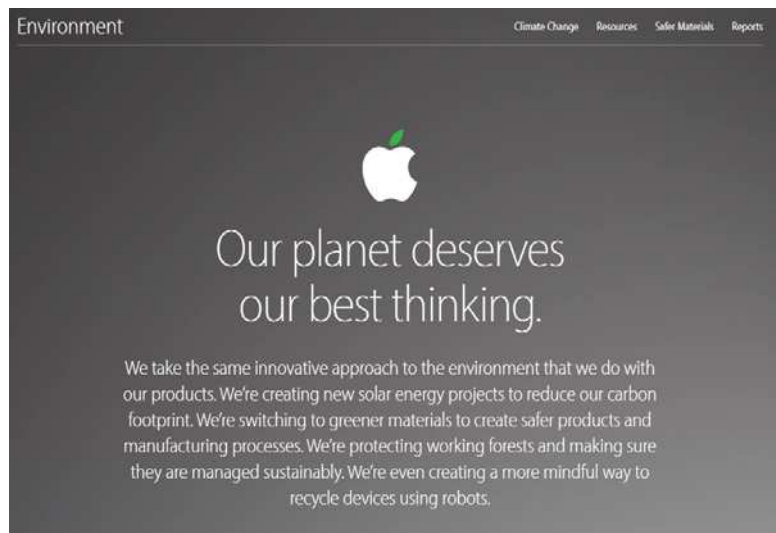
TRADEMARK	SER. APP./ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			software; children's educational software; computer game software; Computer graphics software; Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above. (first used Jan. 1, 1977)
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	<p>Class 9: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. (first used Jan. 31, 1977)</p>

TRADEMARK	SER. APP./ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
APPLE STORE	2,683,410	Apr. 25, 2002/ Feb. 4, 2003	Class 35: Retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via a global computer network featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto. (first used Nov. 1, 1997)
THE APPLE STORE	2,424,976	Nov. 23, 1999/ Jan. 30, 2001	Class 35: Online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories (first used Nov. 1997)
APPLE STORE	2,462,798	Nov. 23, 1999/ Jun. 19, 2001	Class 35: Online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories (first used Nov. 1, 1997)
	2,926,853	Aug. 16, 2002/ Feb. 15, 2005	Class 35: analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto. (first used 1983)

Copies of the registration certificates and printouts from the United States Patent and Trademark Office's online database for the above-identified registrations are annexed as **Exhibit 7**.

12. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 1,078,312; 1,114,431; 2,715,578; 3,679,056; 2,683,410; 2,424,976; 2,462,798; and 2,926,853.

13. Further, Opposer also owns common law rights in its Apple Marks through its long use of those marks in connection with recycling programs as illustrated below:



14. The above logos are just two of the various iterations of its Apple Logo that Opposer has used in connection with its recycling programs. Opposer has also used the below green colored Apple Logo, among others.



15. Notwithstanding Opposer's prior rights, and well after Opposer's Apple Marks became famous, on December 14, 2015, ReUseIt, LLC filed intent-to-use Application Serial No. 86/848,866 to register its GREEN APPLE Mark, for the following services in International Classes 35 and 40 ("Applicant's Services"):

Class 35: Promoting public awareness of recycling for business, charitable and fundraising purposes.

Class 40: Recycling of used goods.

16. Opposer is timely filing this Notice of Opposition.

17. There is no issue as to priority. Opposer's Apple Marks were all filed, used in commerce, and/or registered well before the December 14, 2015 filing date of Applicant's application.

18. Consumers encountering Applicant's Mark, particularly in connection with Applicant's Services, are likely to associate the mark with Opposer and its Apple Marks. Specifically, Applicant's Mark incorporates Opposer's famous APPLE word mark in its entirety, adding only the non-distinctive term "GREEN," which is descriptive of Applicant's recycling

services and is insufficient to distinguish the marks in any meaningful way. Indeed, the dominant portion of both marks is the term “APPLE”, with the term “GREEN” in Applicant’s mark merely referencing an environmentally friendly product or service. The parties’ marks are thus nearly identical visually, aurally, and conceptually.

19. Since long before Applicant’s filing date, Opposer has offered under its Apple Marks goods and services highly related or complementary to Applicant’s Services. For example, Opposer has long offered a service to consumers which encourages and facilitates the recycling of APPLE devices. In light of the fame of Opposer’s APPLE Marks and Apple’s longstanding efforts to help preserve and maintain the environment, Applicant’s use of a mark that is nearly identical—visually, aurally, and conceptually—to Opposer’s famous Apple Marks is likely to confuse consumers into believing Applicant’s services are somehow provided by, endorsed by, or otherwise affiliated with Opposer.

20. Lending further support to a likelihood of confusion is the fact that Applicant’s identification of services is not limited to any particular channel of trade, and, therefore, it is presumed that Applicant’s Services will be offered through the same channels of trade as the products covered by Apple’s registrations. Consumers, upon seeing Applicant’s GREEN APPLE Mark used in connection with Applicant’s “promoting public awareness of recycling for business, charitable and fundraising purposes” and “recycling of used goods” services are likely to be confused as to Apple’s affiliation or association with Applicant’s Services.

21. Opposer will be damaged by the registration of Applicant’s Mark because Applicant’s Mark so closely resembles Opposer’s Apple Marks that it is likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant’s Services or the affiliation between Applicant and Opposer in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). Furthermore, any objection complained of in

connection with Applicant's Services marketed under the GREEN APPLE mark would necessarily reflect upon and seriously injure the reputation that Opposer has established for its goods and services.

22. Opposer will be damaged by registration of Applicant's Mark because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Opposer, and by otherwise lessening the capacity of Opposer's Apple Marks to identify and distinguish the goods and services of Opposer, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

23. Specifically, Applicant's Mark is likely to cause dilution by blurring of the famous Apple Marks based on a number of relevant considerations including, without limitation, the following:

- (a) Applicant's Mark is highly similar to the Apple Marks and incorporates Opposer's famous APPLE word mark in its entirety;
- (b) The Apple Marks are inherently distinctive in relation to Opposer's goods and services;
- (c) Opposer has engaged in substantially exclusive use of the Apple Marks in connection with Opposer's goods and services;
- (d) The Apple Marks are widely recognized by the general consuming public and had been so long before the filing date and claimed date of first use of Applicant's application; and
- (e) On information and belief, by using Applicant's Mark, Applicant intends to create an association with the Apple Marks.

24. If Applicant is granted the registration herein opposed, it would thereby obtain a *prima facie* exclusive right to the use of Applicant's Mark in connection with Applicant's Services. Such registration would be a source of damage and injury to Opposer.

WHEREFORE, Opposer requests that this opposition be sustained and that the registration of Application Serial No. 86/848,866 in connection with Applicant's Services be denied.

The opposition fee in the amount of \$600.00 for an opposition is filed herewith. If for any reason this amount is insufficient, it is requested that Opposer's attorneys' Deposit Account No. 20-1430 be charged with any deficiency. This paper is filed electronically.

Dated: Menlo Park, California

November 7, 2016

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

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Attorneys for Opposer Apple Inc.

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 86/848,866

For the mark: **GREEN APPLE**

Filed: December 14, 2015

Published: May 10, 2016

APPLE INC.,	X	
	:	
Opposer,	:	Opposition No.
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
REUSEIT, LLC,	:	
	:	
Applicant.	:	

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, November 7, 2016.

/s/ Alberto Garcia

CERTIFICATE OF SERVICE

This is to certify that on this day, November 7, 2016, a copy of the foregoing NOTICE OF OPPOSITION has been served on Applicant by depositing said copy with the United States Postal Service as First Class Mail, postage prepaid, addressed to Applicant's Attorney of Record identified in the TESS record, as follows:

MATTHEW POWELSON
321 LAW, INC.
P. O. BOX 911
MONTEREY, CALIFORNIA 93942

/s/ Alberto Garcia
Alberto Garcia

EXHIBIT 1



Environmental Responsibility Report

2016 Progress Report, Covering Fiscal Year 2015



We designed a line of robots that can take apart up to 1.2 million phones a year. We call it Liam.

Page 3	Environmental Responsibility at Apple
Page 5	Climate Change
Page 16	Resources
Page 24	Safer Materials
Page 27	We're better together
Page 28	Appendix A Apple's Operations: Environmental Data <ul style="list-style-type: none"> • Facilities Environmental Key Performance Indicators • Scopes 1 & 2 Building Carbon Emissions • FY2015 Natural Gas and Electricity Use
Page 33	Appendix B Data Center Energy Supplement
Page 37	Appendix C Assurance and Review Statements <ul style="list-style-type: none"> • Facilities energy, carbon, waste, and water data • Product life cycle carbon footprint • Paper footprint
Page 47	Appendix D Environmental Health and Safety Policy Statement
Page 48	Appendix E EMS Certification

Environmental Responsibility at Apple

We're working to protect or create up to a million acres of responsibly managed forest.



Our work is led by Lisa Jackson, Apple's Vice President of Environment, Policy and Social Initiatives, reporting directly to CEO Tim Cook. The Office of Environment, Policy and Social Initiatives works with teams across Apple to set strategy, engage stakeholders, and communicate progress. Our integrated approach means that decisions about Apple values, including environment, are reviewed and supported at the highest levels of the company.

Innovation is at the heart of everything we do at Apple, and that extends to our commitment to protecting the natural environment for the future.

We believe our planet deserves our best thinking. So we're constantly striving to find or invent solutions to important environmental challenges—whether it's a line of robots that disassembles iPhone 6 for recycling, a vast network of solar panels on urban rooftops to power our facilities in Singapore, or new product designs that eliminate harmful substances like beryllium.

Apple's 2016 Environmental Responsibility Report, covering fiscal year 2015, is our ninth annual update, highlighting the progress we've made and the places we're working hard to improve.

Focus and simplify is one of our mantras. So, after deep reflection, data analysis, and conversations with stakeholders, we set three priorities where we believe Apple can make the most impact:

- Reduce our impact on climate change by using renewable energy sources and driving energy efficiency in our products and facilities.
- Conserve precious resources so we all can thrive.
- Pioneer the use of safer materials in our products and processes.
- This report details how we are approaching each of these priorities, and highlights some of our key accomplishments to date.

For starters, as of January 2016, we're sourcing or generating enough renewable energy to cover 93 percent of the electricity we use at our facilities worldwide. In fact, Apple is now 100 percent renewable in 23 countries, including China, Germany, Singapore, and the United States. We're also 100 percent renewable at every one of our data centers. So whenever you send an iMessage, download a song from iTunes, or ask Siri a question, the energy Apple uses doesn't contribute to climate change.

In the past five years, we have reduced the carbon footprint of Apple facilities by 64 percent thanks to our clean energy use, avoiding over 1 million metric tons of carbon emissions. We're working hard to reach 100 percent renewable energy for all of our facilities worldwide, and help our suppliers in China and everywhere around the world make the same transition to clean energy as we have.

1.5billion

In February 2016, we issued a US\$1.5 billion green bond, the first ever by a U.S. tech company. The green bond proceeds are dedicated to financing environmental projects—because environmental responsibility is core to our business.

We're as committed as ever to conserving precious resources. In 2015, we diverted more than 89 million pounds of e-waste from landfills. And more recently, we introduced Liam, a line of robots that can disassemble an iPhone every 11 seconds and sort its high-quality components so they can be recycled, reducing the need to mine those resources from the earth. It's an experiment in recycling technology, and we hope this kind of thinking will inspire others.

We're also making strides in our efforts to preserve working forests, which, when managed properly, can be important renewable resources. Last year, over 99 percent of our product packaging came from paper that was recycled or sourced from sustainably managed forests. We're also partnering with The Conservation Fund to protect sustainably managed working forests in the United States, and with World Wildlife Fund to transition forests into responsible management in China.

For years, we've led the electronics industry in removing toxins such as arsenic, PVC, brominated flame retardants, and phthalates from our products. Many toxins are restricted not only in the products themselves but also in the manufacturing process, because we are committed to the people who make, use, and recycle our products. This past year, we started a Full Material Disclosure program, which will show us the chemical composition of every material in every component of our products so we can understand their effect on our health and on the environment.

We are working every day to leave the world better than we found it. We know we have a long way to go, and a lot of work ahead of us. We are committed to increasing openness in our work and welcome you to join us on our journey.



Climate Change

The Singapore solar project is the first distributed utility-scale installation in the country and is spread over hundreds of rooftops.

93%

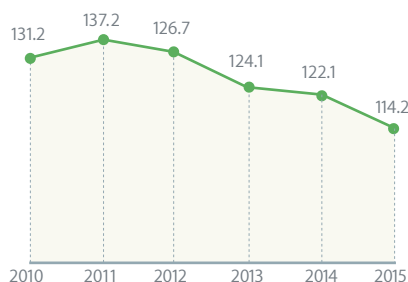
Currently, 93 percent of our facilities worldwide run on renewable energy.

Climate change is real. So is what we're doing about it.

In 2015, 93 percent of our energy came from renewable sources. And we're constantly looking for ways to get to 100 percent. In Singapore, we're powering our facilities with a 32-megawatt solar project spread over more than 800 rooftops. In China, we're adding 170 megawatts of solar to begin offsetting the energy used to make our products. And our data centers around the world run on 100 percent clean energy and power billions of iMessages, answers from Siri, and song downloads from iTunes.

Carbon Footprint

A more complex carbon footprint requires more inventive solutions.



CO₂e Emissions per Product (kg)

We've decreased carbon emissions per product every year since 2011.

When we measure our carbon footprint, we include hundreds of suppliers, millions of customers, and hundreds of millions of devices. And we're always looking for ways to make the biggest difference in five major areas: manufacturing, product use, facilities, transportation, and recycling.

We design each generation of our products to be as energy efficient as possible. We're sourcing lower-carbon materials to make our devices, and we're partnering with suppliers to add clean energy to their facilities. We produce and procure clean, renewable energy to power 93 percent of our offices, retail stores, and data centers around the world, which has lowered emissions from our facilities to 1 percent of our comprehensive carbon footprint. We're also adjusting our recycling practices and rethinking our shipping strategies.

Our 2015 carbon footprint

38,400,000

metric tons of greenhouse gas emissions



Manufacturing

Manufacturing a smaller footprint.

How we make our products is the largest piece of our carbon footprint. We've identified two areas where we can dramatically reduce our impact—raw materials production and electricity used in manufacturing.

Partnering with suppliers to reduce emissions.

The electricity we use in our supply chain to process raw materials, make parts, and assemble our products is the single biggest source of our carbon footprint—over 60 percent of our manufacturing emissions. So in 2015, we created programs to help our partners around the world reduce their energy use, power their facilities with clean energy, and build high-quality renewable energy projects.

We started engaging directly with suppliers in 2015 to assess their energy use with detailed energy audits. We work together to find ways to reduce energy use—replacing outdated or inefficient heating, cooling, and lighting systems; repairing compressed air leaks; and recovering waste heat. Through the process, we aim to promote continual improvement; build technical capabilities; and increase awareness of the environmental and financial benefits of energy efficiency.

We conducted 13 energy audits at supplier facilities in China, Taiwan, and Japan last year, identifying more than US\$32 million in annual savings opportunities. This corresponds to reductions of approximately 224 million kilowatt-hours of electricity and 269,000 million British thermal units of fuel. From these identified improvements, suppliers have already reduced over 18 million kilowatt-hours of electricity, avoiding 13,800 metric tons of carbon dioxide equivalents (CO₂e).¹ We are continuing to expand the program for even greater impact.

Our efforts go beyond energy efficiency to spur the development and procurement of renewable energy within our supply chain. We're building 200 megawatts of solar in China, starting with a 170-megawatt solar project in Inner Mongolia, to begin offsetting our manufacturing emissions. We're also working with suppliers to install more than 4 gigawatts of new clean energy worldwide, including 2 gigawatts in China by 2020. Our 4 gigawatts of clean energy projects will avoid over 30 million metric tons of carbon pollution, equivalent to taking over 6 million cars off the road for one year.²

The transition to renewable energy can be highly technical. It often requires complicated deal structures across many regions with their own regulatory requirements. Apple is experienced in sourcing and building renewable energy—quickly and at a high standard across the globe—so we are working with our suppliers to help them overcome challenges. We know that, with some hard work and collaboration, suppliers can reduce their own carbon footprint through the development of high-quality and cost-effective renewable energy projects. As part of Apple’s industry-leading program, over the next two years, Foxconn will install 400 megawatts of solar to cover the energy use of its iPhone final production facility in Zhengzhou, China.

Lowering our carbon emissions by focusing on aluminum.

We sell millions and millions of phones. So making even small adjustments to the production of iPhone can have a big impact. We discovered that changing how we make the aluminum enclosure could lower our carbon footprint. We prioritized aluminum that was smelted using hydroelectricity rather than fossil fuels. And we reengineered our manufacturing process to reincorporate the scrap aluminum. As a result, we cut the carbon footprint associated with the aluminum enclosure of iPhone 6s in half compared with the previous generation. And we’re looking for new ways to use more carbon-efficient aluminum across all of our products.

iPhone 6

iPhone 6s

The carbon footprint of iPhone 6s aluminum enclosure is half that of the previous generation.



Product Usage

Your energy use is our energy use.

All of the energy it takes to run your device—from the time you open the box to the day it's recycled—is added to our carbon footprint. We even include the energy it takes to charge your device, which usually comes from carbon-intensive sources such as coal or gas. So we're always developing new ways to make our products as efficient as possible. For example, the Mac operating system puts the hard drive to sleep and runs processors in an ultralow power mode when you're not hard at work. It can even save energy when the screen is static and between keystrokes when you type.

MacBook Air consumes 52 percent less energy than the original model. Mac mini consumes 40 percent less power when idle than the previous generation. Apple TV consumes 90 percent less energy than the first generation. And you can charge your iPhone 6s once a day for a year for only 53 cents.³ In fact, since 2008 we've reduced the average total power consumed by Apple products by 64 percent, bringing down our overall carbon footprint and your electricity bill at the same time.⁴



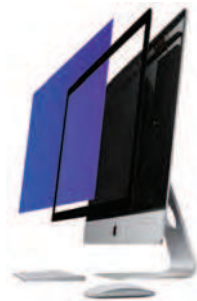
0.5w

Power consumed by the MacBook in sleep mode, the lowest of any Mac.



7x

Mac mini exceeds ENERGY STAR requirements by up to seven times.



97%

The power used by the iMac in sleep mode was reduced 97 percent compared with the first-generation iMac.



The cost to charge the battery of an iPhone 6s once a day in the United States is 53¢ per year.³

Our data centers run on 100 percent renewable energy. Which means every time you send an iMessage, download a song from iTunes, or ask Siri a question, the energy Apple uses doesn't contribute to climate change.



Go ahead, ask Siri all the questions you want.

Every time you send an iMessage, make a FaceTime call, ask Siri a question, download a song, or share a photo, it takes energy. And we hold ourselves responsible for that energy, not you. We're proud to say that all those tasks are handled by Apple data servers running on 100 percent renewable energy. When we need a little extra juice, we work with third-party data centers. Even though we don't own them, and share them with other companies, we still include them in our renewable energy goals. So we're working with these providers to get them to 100 percent renewable energy, too. All told, in 2014 our data centers avoided 150,000 metric tons of CO₂e emissions. And in 2015, that number grew to 187,000 metric tons.

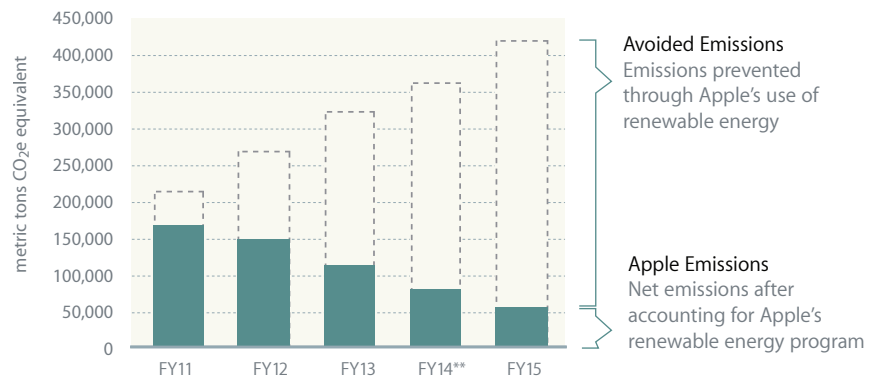
Facilities

We use the power of the sun, wind, and water to power our lights, servers, and coffeemakers.

We're constantly finding ways to be more energy efficient and working toward our goal of covering 100 percent of the electricity use of our global facilities—data centers, corporate offices, and more than 475 Apple Retail Stores—with 100 percent renewable energy. As of January 2016, we're at 93 percent worldwide. And in 23 countries, including the United States, the United Kingdom, China, and Australia, we're at 100 percent. For example, we connected 40 megawatts of new solar energy to China's national grid, producing more than enough electricity for all of Apple's offices and retail stores in China. Apple is one of the largest end-users of solar power in the world. As of March 2016, we have announced 521 megawatts of solar projects—the majority of these projects are Apple-owned, with 162 megawatts undertaken as part of Power Purchase Agreements.

In fiscal year 2015, by using renewable energy in Apple facilities, we avoided 335,000 metric tons of CO₂e emissions from entering the atmosphere, the equivalent of 359,828,142 pounds of coal not burned.² Sourcing renewable landfill biogas to power our fuel cells avoided an additional 27,000 metrics tons of CO₂e in fiscal year 2015. Altogether, since fiscal year 2011, we have reduced carbon emissions from Apple facilities by 64 percent—avoiding over 1 million metric tons of CO₂e from entering the atmosphere.

Apple Scopes 1 & 2 Building Emissions*



*Building emissions refers to emissions from natural gas and electricity at corporate offices, data centers, and retail stores.

**In fiscal year 2014, Apple owned a facility in Mesa, AZ, that was operated by a supplier, which had default grid emissions of 151,279 tons CO₂e and effective emissions of 0 tons CO₂e due to the use of 100 percent renewable energy. It was removed from operation in fiscal year 2015 and is not shown on this chart.

The cleanest energy is the energy you never use.

We've made energy efficiency a priority across all of our facilities, seeing energy savings of 25 percent or more in the buildings assessed. We have completed extensive energy efficiency projects at our corporate headquarters in Cupertino, California, and the surrounding Santa Clara Valley, where we operate more than 100 buildings, some of which we've called home for more than 20 years. As buildings age, and as our working needs have changed, we've undertaken aggressive programs to improve the comfort and function of our facilities, all the while ensuring they require less energy.

Improvements made during the past five years now save over 39 million kilowatt-hours a year—equivalent to the output of a typical 20-megawatt solar photovoltaic (PV) array. The efficiency improvements include upgrading to LED lighting, retro-commissioning building controls, and upgrading heating, ventilation, and air-conditioning systems. When designing new buildings, we optimize energy efficiency through use of high-efficiency lighting and heating, ventilation, and air-conditioning systems and through careful selection of windows, insulation, shading, and roofing materials to reduce heating and air-conditioning loads.



Our Maiden, North Carolina data center is powered by our biogas fuel cells and three solar arrays.

100 percent of our data centers run on 100 percent renewable energy.

Our data centers are built with the environment in mind, often including innovative energy efficiency measures. In fact, three of our data centers—in North Carolina, Oregon, and Nevada—earned Leadership in Energy and Environmental Design (LEED) Platinum certification from the U.S. Green Building Council, the highest level possible.

Our data centers have been 100 percent renewable since 2013. And we're continuing to find innovative ways to bring renewable energy projects to the places where we consume a lot of energy. For example, we recently partnered with the local utility, Duke Energy, to develop a green energy tariff—Duke Energy's Green Source Rider Program. This program allowed us to co-develop five solar PV projects in North Carolina, the first of which came online in October 2015. For more information about Apple's industry-leading efforts to supply our data centers with 100 percent renewable energy, see Appendix B.

Innovating on rooftops in Singapore.

Singapore is so densely populated that there's no space on the ground for a large-scale solar project. So we designed an entirely new solution. We worked with local renewable energy provider Sunseap to source clean energy from roughly 32 megawatts of solar panels on more than 800 rooftops in the city. This first-of-its-kind project will produce enough energy to run all our Singapore offices and our part of the shared data center that we use for extra computing capacity.

To further advance the renewable energy market in Singapore and to ensure accountability and traceability of our generation, Apple worked closely with APX (a renewable energy tracking software developer) and other key partners to develop a regional renewable energy tracking system, similar to those in North America and Europe. Apple is using the tracking system now and soon it will be opened to renewable energy generators and purchasers in Singapore and elsewhere in Asia.

We're powering 97 percent of our Apple Stores with renewable energy. That's almost good enough.

As of April 2016, we are powering 463 Apple Stores in 13 countries with 100 percent renewable energy. Our preferred method is to generate renewable energy from Apple-created projects to cover our stores' electricity use. For many of our other retail stores, we purchase renewable energy from third-party providers. And where local regulations don't allow these options, we participate in utility green tariff programs, collaborate with landlords to purchase renewable energy on our behalf, or procure renewable energy certificates that meet strict verification standards.

Our renewable energy strategy

1. Energy Efficiency

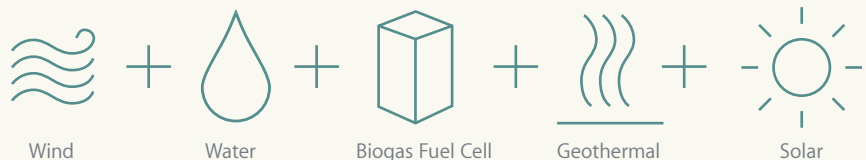
An important first step in managing energy use is to ensure our facilities use as little as possible. That's why we design them for maximum energy efficiency, and regularly audit their energy use to identify further opportunities for energy optimization.

2. Renewable Energy

Renewable Energy Generation. Where feasible, we produce our own renewable energy by building our own solar arrays, biogas fuel cells, and micro-hydro generation systems.

Renewable Energy Investments. Where it's not feasible to produce our own, we purchase renewable energy, investing in local and newer projects that follow our robust renewable energy sourcing principles.

Grid-Purchased Renewable Energy. In cases where we aren't able to purchase renewable energy in this way due to local regulations, Apple purchases renewable energy credits (RECs). We apply the same rigor here as for our other grid-purchased renewables, and we also register and retire these RECs in certified tracking systems. When Apple acquires RECs, we require that they are Green-e Energy certified and come from the same region—and preferably the same state—as the Apple facility they support.



Our renewable energy sourcing principles.

We encounter many legal and regulatory frameworks around the world that constrain our renewable energy supply options. In each location, we endeavor to choose the strongest approach available to us as defined by three guiding principles:

Displacement. We seek to displace the more polluting forms of energy in the same electric grid region in which we operate—by putting into the grid an amount of renewable energy equal to the amount of energy taken from the grid by our facilities.

Additionality. We strive to create new clean energy that adds to the energy sources already delivering to the grid. This generally means participating in renewable energy projects that would not have been built without Apple's involvement. We make sure that the energy we count toward our goals is not counted toward regulatory obligations that utilities must meet, such as the Renewable Portfolio Standards in many states.

Accountability. We apply rigor in measuring and tracking our energy supply resources, and use third-party registries such as WREGIS and NC-RETS, certification programs such as Green-e Energy, and contractual provisions to ensure that all renewable energy supplied to Apple is supplied only to Apple. When needed, we work with industry partners and governmental entities to create such systems.

Your grid is our grid.

When it is not feasible to power our facilities with onsite renewable energy, we match our load with renewable energy generated by either Apple-owned projects or third-party projects. We put the clean energy we generate onto the local grid, displacing the more polluting forms of energy.

The best way to think about it is like a bank: You can deposit \$20 in one bank branch, then go to another branch and withdraw \$20. Renewable energy works in a similar way. And Apple's renewable energy approach goes a step further to make sure we "deposit" on the same grid as the energy we are "withdrawing."

We are also changing how we design our stores to be better for the planet. For example, our latest store design is 40 percent more energy efficient and uses 30 percent less water than our previous design. We're also bringing the outside in, through mixed-mode natural ventilation and biophilic design, where available and appropriate. In late 2015, our Mall of the Emirates store in Dubai received LEED Platinum certification.



Our Mall of the Emirates store in Dubai was designed with environmental features that earned the building LEED Platinum certification from the U.S. Green Building Council.

Home green home.

The new Apple campus in Cupertino will be the most energy-efficient building of its kind. We're recycling or reusing over 95 percent of the material from the demolished buildings at the site, by finding ways to repurpose virtually every piece of concrete, glass, and steel.

The building will be powered by 100 percent renewable energy, generated by 4 megawatts of baseload biogas fuel cells and 16 megawatts of rooftop solar—one of the largest onsite corporate solar energy installations in the world. When additional energy is needed, it will come from a 130-megawatt solar project in Monterey County thanks to Apple's power purchase agreement with First Solar. The site is designed as a micro-grid—which allows Apple to disconnect from the local grid and power the campus autonomously when grid power goes down, providing energy resiliency. To support the micro-grid design, the onsite solar energy production will be augmented with biogas fuel cells and battery storage. And air will flow freely between the inside and outside of the building, providing natural ventilation for 75 percent of the year, with highly efficient radiant heating and cooling the remainder of the year.

The building itself is only part of the story. About 80 percent of the site will be open space, populated by more than 8000 trees, which includes over 7000 newly planted shade and fruit trees. Virtually all plants used throughout the landscape are drought-tolerant to minimize freshwater use. We're also reclaiming as much rainwater as we can, and 157,000 gallons of recycled water from the city of Sunnyvale's recycling facility will be used for the majority of our landscaping water needs at the new campus. By investing in recycled water, we are helping to ease the demand for freshwater in Cupertino.

Getting to and from the new campus will be greener, too. We're expanding our commute alternatives program by 20 percent. This means that over a third of our employees in the area can commute to our existing and new campuses using our biofuel buses, public transit, bicycles, carpool, and their own two feet. And for drivers, we'll have over 1000 electric vehicle charging stations. When completed, Apple Campus 2 will be an ever-present reminder of our commitment to sustainability and an example of what every corporate campus can be.

8000

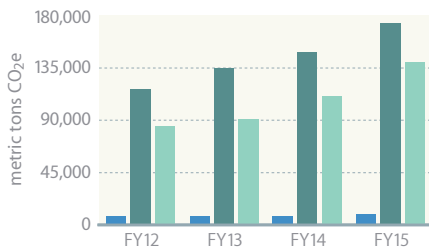
The site will be populated by over 8000 trees, including more than 7000 newly planted shade and fruit trees.

100%

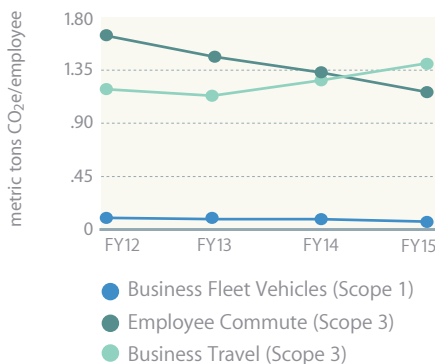
Apple Campus 2 will be powered by 100 percent renewable energy.



Travel Emissions



Travel Emissions per Employee



We're lessening our impact when we commute or hit the road.

As we shrink the carbon footprint of Apple's facilities, we're also continuing to look for ways to reduce carbon emissions from business fleet vehicles, employee commute, and business travel. Those emissions grew in fiscal year 2015 primarily because our employee count increased by 14 percent in the same period, and because long-distance business travel increased. We offer our United States employees a transit subsidy of up to US\$100 per month, and at our Cupertino and surrounding Santa Clara Valley campus, we offer free coach buses to commute to and from our corporate offices. In fiscal year 2015, use of these coach buses increased by close to 19 percent. And we're seeing the difference this is making: In fiscal year 2015, our emissions per employee dropped for the fourth year in a row; they have decreased by close to 30 percent since fiscal year 2012. And to encourage electric vehicle use, we also offer our employees over 550 electric vehicle charging ports, at no cost—an increase of 67 percent compared to last year—and we continue to add more to meet increased demand.

Transportation

Reducing our carbon emissions by air and sea.



We're participating in the U.S. Environmental Protection Agency's SmartWay Program to find more ways to improve fuel efficiency and reduce greenhouse gases and air pollution from the transportation supply chain.

Transporting hundreds of millions of products uses a lot of energy. Our logistics team is focused on reducing our carbon footprint in this area. That includes looking for opportunities to make air and ocean shipping more efficient so they use less fuel. And because we're working to make our devices lighter and the packaging smaller, we're cutting down on emissions no matter how our products are delivered.

We are also looking at ways beyond just shipping to reduce our product transportation impacts—like our boxes. We're reviewing our box sizing, material selection, recycled content, and even our packing slips, to see where we can be more material efficient. We use distribution centers across the world to act as transportation hubs for our products. While we don't own these facilities, we believe they should have as small a footprint as possible. So we're collecting data on their energy use, carbon emissions, waste generation, and waste diversion from landfill, to identify where there may be opportunities for improvement.

Recycling

Recycling counts toward our footprint, too.

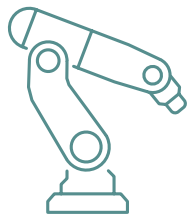
Unlike many of our competitors, we include all the energy used to recycle our products in our carbon footprint. So whenever possible, we recycle our products in the region where they're collected, reducing the carbon emissions associated with shipping. When we have to ship, we do it responsibly. Because we work closely with all our recyclers and with vetted facilities, nothing is dumped unsafely in developing countries, which is a common problem in our industry.

Recycling is also good for reducing global carbon emissions. Fewer carbon emissions are created by recycling materials such as aluminum than by mining and smelting new materials. Whoever uses the recycled material can count the carbon savings against their footprint, so we don't double-count it against ours.



Resources

Liam is a line of robots that disassembles iPhone 6 into individual components, making it easier to recover finite resources such as aluminum, gold, and cobalt.



We designed a line of robots that can take apart up to 1.2 million phones a year. [Meet Liam.](#)

Resources

We can't manufacture natural resources. So we invent ways to make the most of them.

We want to make sure we're protecting and creating more sustainable forest than we're using. It's part of our larger goal to minimize the materials we take from the earth. We're measuring our water footprint and finding ways to reduce or reuse water wherever we can. And none of the waste from any of our iPhone and Apple Watch final assembly sites ends up in a landfill.⁵ We also created Apple Renew—a program that lets you recycle any Apple device at an Apple Store.

Reuse & Recycling

One of the best ways to use a resource is to reuse it.



Apple Renew
Recycle your Apple device at any Apple Store or request a prepaid shipping label online and send it to us.

[Learn more >](#)

We work hard to keep electronic devices out of landfills so that the precious resources they contain can be reused. And we want to ensure that these devices are recycled properly so they don't pose a threat to human health or the environment. That's why we've developed recycling collection events, take-back initiatives, and efforts like Apple Renew, a global program that lets you bring used Apple devices to any Apple Store for reuse or responsible recycling. We're also working with over 160 recyclers around the world, whose facilities we hold to rigorous standards of environmental compliance, health and safety, and social responsibility. Through our efforts, we've kept more than 597 million pounds of equipment out of landfills since 1994. In 2015, we collected nearly 90 million pounds of e-waste through our recycling programs. That's 71 percent of the total weight of the products we sold seven years earlier.

Amount of material recovered for reuse through take-back initiatives in 2015

61,357,800 lbs

Steel 23,101,000	Plastics 13,422,360	Glass 11,945,680	Aluminum 4,518,200	Copper 2,953,360	Cobalt 189,544
Nickel 39,672	Lead 44,080	Zinc 130,036	Tin 4408	Silver 6612	Gold 2204

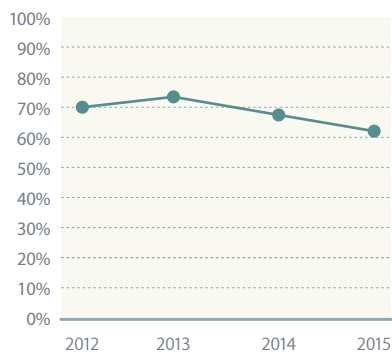
We also see a huge opportunity to improve the way we reclaim finite resources from our products. Existing recycling techniques, like shredding, only recover a few kinds of materials and often diminish their quality. So we invented Liam, a line of robots designed to disassemble 1.2 million phones a year, sorting all their high-quality components and reducing the need to mine more resources from the earth. Liam prototypes are operating in California and the Netherlands. It's an experiment in recycling technology, and we hope this kind of thinking will inspire others in our industry.

Additionally, we're committed to making sure all the waste created by our final assembly facilities and by us is reused, recycled, composted, or, when necessary, converted into energy. It's an ambitious goal that requires collaboration among multiple Apple teams, local governments, and specialty recyclers, but we've already seen great success. In 2015, our facility in Cork, Ireland, was the first outside North America to receive UL's Zero Waste to Landfill validation. In 2016, our final assembly sites, Foxconn Guanlan and Foxconn Taiyuan, were the first to receive this validation in China, and all our remaining iPhone and Apple Watch final assembly sites are on track to do the same before 2017.⁵ And most recently, all our stores worldwide have initiated zero waste programs.

We found that our final assembly supplier facilities were already diverting on average 70 percent of the waste generated from manufacturing, cafeterias, and employee support facilities. The challenge was to address the remaining 30 percent—the small, low- or no-value, mixed waste materials that most recyclers will not accept. We worked closely with our suppliers to find innovative ways to reduce, recycle, eliminate, or incinerate this waste for energy recovery. For example, at many of our iPhone and Apple Watch final assembly facilities, we implemented waste sorting on the line to separate previously landfilled recyclable waste. We also implemented a component tray reuse program for iPhone, allowing single-use trays to flow through the supply chain multiple times. At other sites, suppliers established waste reduction campaigns and worked with local recyclers to process materials not previously accepted. In response to this program, all iPhone and Apple Watch final assembly suppliers now have "zero waste" or "green" teams to support this program and other environmental improvements.

At our corporate offices and retail stores, wherever possible we've created robust recycling and composting programs to minimize the environmental impact of the waste we produce. In fiscal year 2015, we generated approximately 13.1 million pounds of waste, and diverted over 22.5 million pounds of materials from landfill through recycling and composting. Our rate of landfill diversion was 63 percent, compared with 68 percent in fiscal year 2014. We are working to improve our landfill diversion rate through a variety of actions, including expanding composting at our corporate campuses, and initiating zero waste at our more than 470 retail stores.

Landfill Diversion Rate for Office Waste



Waste, recycling, and compost data is collected or estimated for all Apple facilities, including Apple Retail Stores.

Apple disposes of hazardous waste responsibly. We complete regular audits of the Transportation, Disposal, and Storage Facilities (TSDf), where the hazardous waste is ultimately sent to be treated, incinerated, or recycled. Only facilities we audit and approve are allowed to accept and treat the hazardous waste we generate, which was 1 million pounds in fiscal year 2015 (mostly from research and development), or less than 8 percent of our total waste. We take this commitment seriously: If the TSDf's do not meet our strict standards for environment, health, safety, and waste management protocols, we switch facilities.



Water Conservation

Every molecule of water we use matters.

We're constantly working to minimize our water use, so we monitor it within our cooling, landscaping, and sanitation processes and at our manufacturing sites. Then we develop targeted ways to reduce it. That includes creating cooling systems in our data centers that can reuse water up to 35 times. Or, for facilities in drier climates, installing intelligent irrigation systems that monitor weather and deploy water only when needed.

In 2015, we started collecting even more sophisticated data to help strengthen our conservation strategy. We've begun to measure the water it takes to manufacture each of our products, starting with iPhone. And now we're identifying the high-, medium-, and low-scarcity areas where we use water, so we can focus our efforts where they matter most.

When we began to measure the water consumption footprint of iPhone, we learned that the story was similar to our product carbon footprint: the vast majority is during the manufacturing phase. This is primarily due to water consumed in energy production, such as for oil extraction, distillation, and processing, as well as non-energy sources, such as process water consumed during metals processing. That's why we are focusing on reducing water consumption in our supply chain, primarily through our supplier clean water and clean energy programs.

Supplier Clean Water Program

The water we use to manufacture our products has a direct effect on the communities in which we operate. We launched the Clean Water Program in 2013 to reduce the use of freshwater in our suppliers' processes. Through 2015, 73 supplier facilities have joined our Clean Water Program—so we can help them improve their water and wastewater management systems, and reduce freshwater use. Through baseline assessments, performance evaluations, technical support, and training, we helped these facilities save more than 3.8 billion gallons of freshwater. We're also focused on reuse of treated wastewater and have achieved an average wastewater reuse rate of 36 percent across these facilities. To ensure our efforts impact areas of greatest need, we prioritize facilities by evaluating water use data, reviewing product life cycle water consumption data to identify water-intensive component suppliers, and mapping that data to water-stressed geographies.

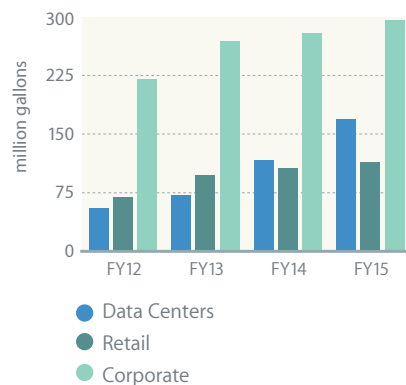
Supplier Clean Energy Program

Of the production water consumption, over 70 percent is associated with electricity generation needed to power our suppliers' facilities. We know that water consumption varies by energy technology, and that renewable energy sources such as solar PV and wind energy are less water-intensive than conventional forms of energy such as natural gas, coal, or nuclear. Understanding this will help us make decisions, wherever possible, that result in both low-carbon and low-water sources of energy.

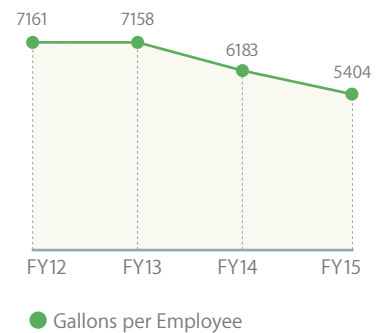
Conserving water where it matters most.

To meet the water needs of our offices, data centers, and retail stores across the world, Apple used 573 million gallons of water in fiscal year 2015, which represented a 16 percent increase from fiscal year 2014. This increase is driven primarily by growth, as well as increasing cooling needs at our data centers, and we are focusing our water usage reduction efforts on these facilities.

Facilities Water Use



Corporate Water Use per Employee



We calculate our corporate water use for our data centers, retail stores, and corporate offices.



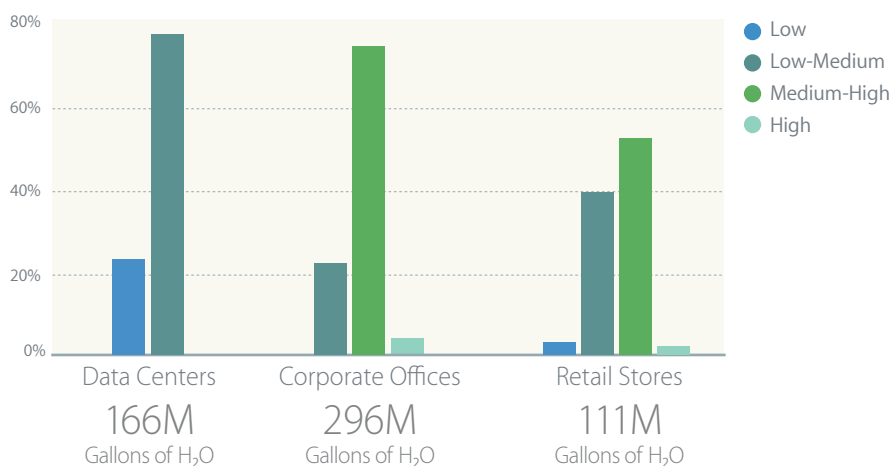
We've created cooling systems for our data centers that can reuse water up to 35 times.

We have targeted water-conservation efforts at our corporate facilities, especially in Cupertino and surrounding Santa Clara Valley, California, where our headquarters are located—an area experiencing significant drought. We are installing high-definition flow sensors and sub-meters in our landscaping to better understand and reduce our irrigation needs. In 2015, we converted approximately 120,000 square feet of previously grass lawns to drought-tolerant landscape, translating to estimated water savings of up to 6 million gallons per year—enough water to fill nine Olympic-size swimming pools. We also planted throughout Apple's headquarters over 167,000 California native plants, which are adapted to the local climate and require less water. To tackle water use in research and development facilities, we are beginning to retrofit laboratory equipment to recycle process water, already saving approximately 2.25 million gallons annually from two sites alone. As a result of these conservation efforts, our corporate water use per employee declined by 25 percent since fiscal year 2013.

At our existing and planned data centers, we will be expanding our efforts to use non-water-intensive cooling technology, recycle water where we can, and reduce withdrawals from the local watersheds. Our Maiden, North Carolina, data center employs an innovative cooling system that reuses water 35 times, resulting in a 20 percent reduction in overall water consumption at the data center. We are also building our newer data centers in locations that can rely heavily on outdoor air for cooling.

The impact of water usage varies greatly depending on the watershed conditions where the resource is being used. So we've continued to look at more sophisticated ways to measure and analyze our water use. The profile of water use at our data centers, corporate offices, manufacturing sites, and retail stores differs significantly depending on the climate and nature of activities. We have begun to map those operations against indicators of water risk, which include water scarcity, business risk, and habitat and livelihood impact to the basins in which we operate. This analysis will help prioritize our conservation efforts across our operations.

FY2015 Water Use by Risk Level



We mapped our water use to different levels of water risk (as defined by WRI's Aqueduct tool) across the world to understand where we should be focusing our conservation efforts. Water risk takes into consideration water availability, water quality, and regulatory risks at a localized level.

Source: World Resources Institute (WRI) Aqueduct, www.wri.org/our-work/project/aqueduct

Reducing carbon emissions helps the planet in more ways than one.

Our move to 100 percent renewable energy has conserved a lot of water. That's because traditional fossil-fuel sources of energy consume a substantial amount of water. Water is consumed during fuel extraction, refining and processing, and often during power generation. For example, cooling fossil fuel-based power plants requires large quantities of water. By contrast, many renewable energy generation technologies don't rely on combustion processes, so they use much less or no water to generate electricity.

In California alone, where the electricity our operations use is sourced from 100 percent renewable energy—primarily wind—we avoided over 135 million gallons of water consumption in fiscal year 2015. And globally, our use of 93 percent renewable energy avoided over 566 million gallons of water consumption in fiscal year 2015.⁶



Forestry

We're not just protecting forests.
We're protecting generations of them.



All our suppliers must adhere to our Apple Sustainable Fiber Specification.

[Learn more >](#)

Forests provide wood fiber for the paper we use in our packaging. They also clean our air, purify our water, and shelter our wildlife. So we work hard to minimize our impact by sourcing paper responsibly and using it as efficiently as possible. But that's not enough. The world's forests still face widespread destruction due to illegal logging, poor management, and aggressive land development. That's why we're determined to protect and create enough responsibly managed forests around the world to cover all our packaging needs and produce fiber for generations.⁷

FY2015 Fiber Footprint

133,000

metric tons

61%

Recycled
Fiber

39%

Sustainably Sourced
Virgin Fiber

<1%

Other

Our 2015 footprint captures all paper used to package and ship products, as well as all in-box papers and paper retail bags that we used for Apple Watch. It also accounts for fiber losses during the paper production process.

Note: Due to rounding, total of percentages doesn't add up to 100.



U.S. retail packaging of iPhone 6s is 20 percent lighter and consumes 34 percent less volume than the first-generation iPhone packaging.



Retail packaging for iPad Pro uses a minimum of 38 percent post-consumer recycled content.



The 21.5-inch iMac retail packaging consumes 53 percent less volume and weighs 35 percent less than the original 15-inch iMac packaging.

How we're reducing our impact.

Using paper more efficiently.

We look for ways to make our packaging smaller, we're creating technologies that use paper more efficiently, and we use recycled paper whenever we can. In fact, in fiscal year 2015, more than 60 percent of the paper used in our packaging was made of recycled wood fiber.

Sourcing virgin paper responsibly.

When we use virgin paper in our packaging, our suppliers must source it from sustainably managed forests or controlled wood sources. And we conduct regular audits to ensure that they adhere to our specifications. In fiscal year 2015, over 99 percent of the virgin paper used in our packaging met these requirements.

Protecting sustainable forests.

We continue to protect and create sustainable working forests because, when properly managed, they can provide abundant resources for a long time.

In partnership with The Conservation Fund, we've protected 36,000 acres of sustainable forest in North Carolina and Maine and responsibly harvested more than 13,000 metric tons of wood. The 3600-acre forest we're protecting in North Carolina will connect to the 17,000-acre Green Swamp Preserve, improving biodiversity and connectivity for wildlife in the area. A natural resource assessment commissioned by The Conservation Fund found six rare species,⁸ including the Venus flytrap (carnivorous plant), present in the Brunswick Forest. As of February 2016, The Conservation Fund had planted 185,000 trees across 300 acres, including 40 acres of native longleaf pine and Atlantic white cedar, which provide a home for the rare Hessel's hairstreak butterfly. The property is currently being managed as a working forest under the standards of the Sustainable Forestry Initiative (SFI).

In Maine, we're protecting more than 32,400 acres of forest, which includes wetlands and upland forest that are important for numerous wildlife species in Maine's iconic North Woods. This project adds to more than a million acres of conserved lands and interconnected forest habitat that stretch into Canada. The Conservation Fund is working with the Forest Society of Maine to better understand the presence and ecological significance of rare and threatened plants and animals. So far, investigations have identified two species of mussel, wood turtle, and the elusive Canada lynx on the property.

The collective annual production from the Reed and Brunswick forests is equivalent to about 30 percent of the virgin fiber used in our product packaging, compared with nearly 50 percent in 2014.⁹ Our project with The Conservation Fund is just as productive as we originally estimated, but Apple's fiber footprint has grown. That's attributable to increased product sales, resulting in more packaging used, and an improved methodology that now accounts for all Apple products, not just a subset.

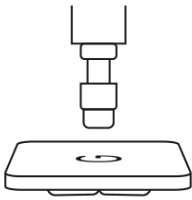
We remain committed to protecting—and creating—as much sustainable working forest as is needed to produce the paper in our product packaging.⁷ And we expect that our latest effort in China with World Wildlife Fund, our most ambitious yet, will get us significantly closer.



The five-year WWF pilot project aims to transition up to 1 million acres of forest, across five southern provinces, into responsible management by 2020.¹⁰ WWF's work has three primary components:

1. Increase responsible management of working forests in China—by creating up to 300,000 acres of Forest Stewardship Council (FSC)–certified forests, and up to 700,000 acres of forests under improved management.
2. Improve China's policy framework to encourage responsible forest management.
3. Establish long-term market incentives in China for responsibly sourced paper.

Since launching the project in 2015, WWF has signed up forestry companies that are committed to certifying nearly 150,000 acres to the FSC standard and an additional 190,000 acres under improved management. Once certified, these forests will make a major contribution toward Apple's goal of protecting and creating enough responsibly managed forests around the world to cover all our packaging needs. If successful, this project can shift the dynamics of the world's paper market in both the short and long term, and in the process protect some of the world's most important forests.



To ensure that it can stand up to repeated use, the MacBook keyboard is tested with millions of clicks.

Product Design

A durable device is a greener device.

When products can be used longer, fewer resources need to be extracted from the earth to make new ones. So we assess all our products in our Reliability Testing Lab, using custom, comprehensive measures. And we release regular software updates that keep our products current and reduce how often they need to be replaced.





Safer Materials

Safer Materials

We have three really good reasons to remove toxins from our products. You, our workers, and the planet.

For years, we've led the electronics industry in removing toxins from devices. This past year, we started a Full Material Disclosure program, which will show us the chemical composition of every material in every component of our products. It also makes us even better at reducing or removing toxins. And once we figure out how to remove a toxin from a device or a manufacturing process, we use extensive testing to make sure it stays out.

We've analyzed over 10,000 parts. And that's just the beginning.

Our Full Material Disclosure program seeks to identify all the substances we use in all the parts we use. We've already looked at more than 10,000 individual components, and we get data on more parts every day. We assess the different chemicals in those components using 18 different criteria. This helps us understand their effect on our health and on the environment. If we do find an unacceptable risk, we then seek alternatives or ban the substance altogether.

We start this process early in the design and manufacturing phases so we can take appropriate actions to remove or replace hazardous chemicals. In some cases, few replacements are readily available so we work with our suppliers to find substitutions—or switch to another supplier that uses safer materials. If there is no replacement for the substance, we work with our design teams to explore how to eliminate the need for that substance.

It took us four years to remove polyvinyl chloride, or PVC, from our power cords and headphone cables. We tested dozens of formulations until we finally found the right blend of durability, safety, and environmental performance in our PVC replacement materials: nonchlorinated and nonbrominated thermoplastic elastomers.

The worst toxins and what we've done about them.

After we identify toxins in our products, we reduce them, remove them, or develop new materials that are safer. These efforts also remove toxins from our manufacturing and recycling processes, which protects workers and keeps pollutants out of the land, air, and water.



Beryllium

Found in copper alloys used to make connectors and springs. All new products are designed without the use of beryllium.



Mercury

Eliminated in 2009. We use energy-efficient, mercury-free LEDs instead of mercury-based fluorescent lamps in all our displays.



Lead

We completely phased lead out of our display glass and solder in 2006.



Arsenic

Traditionally used in glass. Our display glass has been arsenic-free since 2008.



PVC and Phthalates

Both are still used by other companies in power cords and headphone cables. We have replaced PVC and phthalates with thermoplastic elastomers.¹¹



Brominated Flame Retardants (BFRs)

Eliminated from thousands of parts such as enclosures, circuit boards, and connectors in 2008. We use safer metal hydroxides and phosphorus compounds in their place.

We double-check our work.



All our suppliers must adhere to our Apple Regulated Substances Specification.

[Learn more >](#)

The standards we set for our suppliers go far beyond what's required by law. Our toxicologists rigorously analyze the safety of materials our suppliers use by looking at data from our own Environmental Testing Lab. The lab runs tests such as inductively coupled plasma mass spectrometry, X-ray fluorescence spectroscopy, laser-induced breakdown spectroscopy, and ion or gas chromatography. If we find an issue, we work with the supplier to correct it. Since creating our Cupertino Environmental Testing Lab in 2006, we've grown it to 20 times its original size, and have regularly updated it with state-of-the-art equipment. We've also been building out testing labs at our manufacturing facilities in China to test and validate products throughout the manufacturing process.



Our Environmental Testing Lab in Cupertino, California, enables us to test products for compliance with our Regulated Substances Specification.

We can do a lot. But we can't do it alone.

We want insights and ideas from those who share our commitment to removing toxins. So, we formed our own Green Chemistry Advisory Board made up of some of the world's leading toxicologists, researchers, and academics. They help us identify innovative ways to minimize or eliminate toxins from our supply chain. And we're allowing the advisory board members to use our data to develop and publish research, which we hope will advance the use of safer chemistry, materials, and processes in all industries.

We also invite experts from around the world to meet with leaders at Apple and we seek out the best ideas and insights from top NGOs. In 2015, we worked with Ceres to convene a roundtable meeting with United States-based and international NGOs to gather feedback on our toxins work. By working with organizations that share Apple's focus and commitment to the elimination of toxins, we believe that we will achieve better, faster results that will have greater impact across the world.

We're better together.

At Apple, we believe that innovation can happen anywhere and great ideas can come from anyone. That's why we engage with diverse stakeholders. Regular dialogue with NGOs, university researchers, industry experts, investors, policy makers, and our customers provides us with a different lens through which to view our work.

We engage to develop a better understanding of emerging issues, to gain additional expertise in key areas, and to identify potential partnerships for future projects. Through these formal and informal conversations, we can gather feedback that shapes our thinking and planning.

We approach stakeholder engagements strategically, working with organizations and associations to generate meaningful information exchanges. Some updates from fiscal year 2015 include:

- Memberships, such as:
 - Ellen MacArthur Foundation CE100, a global platform of companies and innovators focused on accelerating the transition to a circular economy.
 - Corporate Eco Forum, an organization that facilitates the exchange of best practices and the sharing of insights from business leaders across various sectors, with the goal of accelerating sustainable innovation.
 - World Business Council for Sustainable Development (WBCSD), which provides a forum to engage with like-minded organizations to identify pathways to a sustainable future for business, society, and the environment.
 - Advanced Energy Economy (AEE), an association working to support the long-term success of the advanced energy industry nationwide, to ensure that the energy we all use is secure, clean, and affordable.
- Our CEO, Tim Cook, sits on the [Paulson Institute's CEO Council for Sustainable Urbanization](#), working with other CEOs of top Chinese and Western companies to advance sustainability in China.
- We formed our own Green Chemistry Advisory Board, made up of some of the world's leading toxicologists, researchers, and academics, to help us identify innovative ways to minimize or eliminate toxins from our supply chain.
- We're part of the [Ceres Company Network](#), a coalition of companies and investors working together to integrate sustainability into their core strategies. In partnership with Ceres, we hosted a roundtable meeting with United States-based and international NGOs with a focus on our safer-materials strategy.
- Through our work with [The Conservation Fund](#), we're permanently protecting more than 36,000 acres of working forest in the eastern United States.
- Our project with [World Wildlife Fund](#) will significantly increase the amount of responsibly managed forest by protecting as many as 1 million acres across China.

Appendix A

Apple's Operations: Environmental Data

Facilities Environmental Key Performance Indicators (Page 29)

Scopes 1 & 2 Building Carbon Emissions (Pages 30–31)

Fiscal Year 2015 Natural Gas and Electricity Use (Page 32)

Facilities Environmental Key Performance Indicators

The following table provides an overview of environmental key performance indicators relating to Apple's facilities—our data centers, corporate offices that house nearly 55,000 employees, and more than 475 Apple Retail Stores around the world.

	KPI	Unit	Fiscal Year			
			2015	2014	2013	2012
Greenhouse Gas Emissions	Scope 1 (effective)	metric tons CO ₂ e	28,100	28,490	29,300	21,220
	Natural gas		19,360 ¹	20,710	22,090	14,300
	Fleet vehicles		8740	7780	7210	6920
	Scope 2 (effective)		42,460	63,210	91,510	139,160
	Scope 3		312,910	259,130	225,630	202,060
	Business travel		139,940 ²	110,940	90,948	85,090
	Employee commute		172,970	148,190	134,685	116,970
Energy Use	Electricity	million kWh	996	839	708	608 ³
	U.S.		831	702 ⁴	590	—
	International		166	137	118	—
	Natural gas	million btu	851,660	922,860	764,550	304,000
	U.S.		794,830	840,490	676,630	240,230
	International		56,830	82,370	87,920	63,770
Energy Efficiency	Additional annual savings due to implemented energy efficiency measures since 2011	kWh/year	6,711,510	4,470,180	14,405,580	7,653,190
		million btu/year	72,410	34,420	193,480	379,350
Renewable Energy	Renewable energy sourcing ⁵	%	93	87	73	60
	Renewable energy sourced	million kWh	916	703	522	294
	Emissions avoided as a result of renewable energy sourcing	metric tons CO ₂ e	362,410	282,990	213,770	118,090
Water Use	Total	million gallons	573	494	430	345
	Data centers		166	113	69	57
	Retail		111	103	94	71
	Corporate		296	278	267	217
Waste Generation	Landfilled	pounds	13,110,880	6,833,000	5,923,810	4,850,160
	Recycled		19,599,570	14,621,940	15,866,650	11,464,020
	Composted		3,006,170 ⁶	— ⁶	—	—
	Hazardous waste		1,002,300	508,040	70,550	123,460
	Landfill diversion rate	%	63	68	73	70

Notes: Apple's fiscal year begins approximately October 1 each year.

Numbers are rounded.

¹In fiscal year 2015, we adjusted our methodology to better reflect locations where natural gas is used. We estimate natural gas usage in offices and retail stores where we are not billed based on usage (e.g., leased office space or retail stores within malls). This more accurate methodology resulted in a decrease in emissions in fiscal year 2015.

²In fiscal year 2015, we adjusted our methodology to reflect actual travel instead of booked travel. Using this more accurate methodology revealed overestimates for previous years.

³Only total electricity usage data was available for fiscal year 2012.

⁴Not included in this figure is a facility in Mesa, Arizona, which Apple owned in fiscal year 2014, but was operated by a supplier. It generated 282 million kilowatt-hours of electricity—100 percent of which was covered by our renewable energy program. The facility was removed from operation in fiscal year 2015.

⁵We calculate our progress toward 100 percent renewable energy on a calendar year basis. In calendar year 2015, we used 1048 million kilowatt-hours electricity and 977 million kilowatt-hours in renewable electricity.

⁶Prior to fiscal year 2015, composted quantities were reported as part of the "recycled" figure.

Scopes 1 & 2 Building Carbon Emissions (metric tons CO₂e)

Fiscal Year 2011				
Location	Scope 1		Scope 2	
	Default Utility Emissions*	Apple Emissions (incl. Renewable Energy)	Default Utility Emissions*	Apple Emissions (incl. Renewable Energy)
Corporate	14,425	12,656	82,183	59,516
Cupertino, CA	11,007	9238	39,428	39,428
Elk Grove, CA	556	556	7930	0
Austin, TX	45	45	10,139	0
Other U.S.	564	564	2141	2141
Cork, Ireland	804	804	4598	0
Singapore	—	—	3243	3243
China	—	—	280	280
Other International	1449	1449	14,424	14,424
Data centers	0	0	51,651	28,988
Maiden, NC	0	0	22,663	0
Newark, CA	0	0	28,988	28,988
Retail stores	2600	2600	65,769	65,769
Domestic (U.S.)	746	746	—	—
International	1854	1854	—	—
Totals	17,025	15,256	199,603	154,273
Fiscal Year 2012				
Corporate	13,160	11,343	84,611	48,215
Cupertino, CA	10,949	9132	39,457	25,450
Elk Grove, CA	560	560	6952	0
Austin, TX	59	59	10,635	0
Other U.S.	237	237	4265	4265
Cork, Ireland	715	715	4801	0
Singapore	32	32	4946	4946
China	—	—	1049	1049
Other International	609	609	12,505	12,505
Data centers	146	146	87,732	7664
Maiden, NC	146	146	52,977	0
Newark, CA	0	0	33,492	7664
Prineville, OR	0	0	1263	0
Retail stores	2812	2812	83,285	83,285
Domestic (U.S.)	787	787	—	—
International	2025	2025	—	—
Totals	16,118	14,301	255,628	139,164
Fiscal Year 2013				
Corporate	15,211	13,727	85,354	17,503
Cupertino, CA	12,231	10,747	43,116	0
Elk Grove, CA	509	509	4400	0
Austin, TX	83	83	12,162	0
Other U.S.	337	337	2463	0
Cork, Ireland	743	743	5320	0
Singapore	50	50	5826	5826
China	390	390	7490	7490
Other International	868	868	4578	4187
Data centers	19,360	2201	123,855	0
Maiden, NC	19,360	2201	75,836	0
Newark, CA	0	0	36,959	0
Prineville, OR	0	0	9965	0
Reno, NV	0	0	1095	0
Retail stores	6158	6158	77,425	74,002
Domestic (U.S.)	3548	3548	44,606	44,606
International	2610	2610	32,819	29,397
Totals	40,729	22,086	286,634	91,505

Fiscal Year 2014				
Location	Scope 1		Scope 2	
	Default Utility Emissions*	Apple Emissions (incl. Renewable Energy)	Default Utility Emissions*	Apple Emissions (incl. Renewable Energy)
Corporate	16,716	15,335	86,842	21,555
Cupertino, CA	14,310	12,929	36,496	0
Elk Grove, CA	411	411	2516	0
Austin, TX	148	148	15,149	0
Other U.S.	115	115	2270	0
Cork, Ireland	1000	1000	7678	0
Singapore	51	51	6852	6852
China	385	385	8577	8577
Other International	296	296	7304	6126
Data centers	26,854	18	148,320	0
Maiden, NC	26,835	0	92,306	0
Newark, CA	0	0	38,278	0
Prineville, OR	18	18	10,392	0
Reno, NV	0	0	7344	0
Retail stores	5355	5355	82,770	41,658
Domestic (U.S.)	2812	2812	45,041	11,036
International	2543	2543	37,729	30,662
Totals	48,924	20,708	317,932	63,213

Fiscal Year 2015				
Corporate	16,960	15,423	106,134	19,564
Cupertino, CA	14,792	13,256	42,074	0
Elk Grove, CA	369	369	3279	0
Austin, TX	233	233	20,874	0
Other U.S.	121	121	2715	0
Cork, Ireland	892	892	6227	0
Singapore	0	0	5310	3767
China	117	117	9050	2201
Other International	435	435	16,605	13,596
Data centers	24,543	136	186,586	0
Maiden, NC	24,530	123	99,907	0
Newark, CA	0	0	26,519	0
Prineville, OR	13	13	39,507	0
Reno, NV	0	0	20,653	0
Retail stores	3800	3800	86,070	22,893
Domestic (U.S.)	2269	2269	42,543	0
International	1531	1531	43,527	22,893
Totals	45,303	19,359	378,790	42,457

Notes: Apple's fiscal year begins approximately October 1 each year.

Scope 1 emissions result from natural gas use for facilities, and gasoline use for fleet vehicles. As is typical, these emissions are tracked separately from our 100 percent renewable energy claim.

Scope 2 emissions result from electricity use for facilities. In addition, in fiscal year 2014, Apple owned a facility in Mesa, Arizona, that was operated by a supplier, which had default grid emissions of 151,279 tons CO₂e and effective emissions of 0 tons CO₂e in fiscal year 2014. It was removed from operation in fiscal year 2015.

— = Energy source not yet online.

*Default Utility Emissions are based on utility-scale and regional default grid emission factors (using the most granular data set available).

Fiscal Year 2015 Natural Gas and Electricity Use

The chart below provides a detailed breakdown of fiscal year 2015 energy use, which is used to calculate our carbon emissions.

Fiscal Year 2015				
Location	Natural Gas		Electricity	
	Total Gas (mmBTU)	Renewable Biogas (mmBTU)	Total Electricity (million kWh)	Renewable Electricity (million kWh)
Corporate	318,842	29,027	348	315
Cupertino, CA	278,092	29,027	217	217
Elk Grove, CA	6928	0	13	13
Austin, TX	4385	0	40	40
Other U.S.	2290	0	7	7
Cork, Ireland	16,771	0	14	14
Singapore	0	0	12	5
China	2197	0	11	8
Other International	8179	0	34	11
Data centers	461,388	461,145	455	455
Maiden, NC	461,145	461,145	218	218
Newark, CA	0	0	137	137
Prineville, OR	243	0	54	54
Reno, NV	0	0	46	46
Retail stores	71,437	0	194	146
Domestic (U.S.)	41,750	0	99	99
International	29,687	0	95	47
Totals	851,667	490,171	997	916
Percent Renewable		58%		92%

Note: Apple uses third-party colocation facilities for additional data center capacity. In fiscal year 2015, these facilities used 143 million kilowatt-hours of electricity, of which 85 percent was covered by renewable energy (see Appendix B for additional energy and emissions information).

Appendix B

Data Center Energy Supplement

Maiden, North Carolina

On any given day, between 60 and 100 percent of our Maiden data center's energy use is generated through 68 megawatts of Apple projects: two 20-megawatt solar arrays, an 18-megawatt solar array that came online in October 2015, and 10 megawatts of biogas fuel cells. In 2015, we took a new approach to support further growth at our Maiden data center: We partnered with the local utility, Duke Energy, to build five solar PV projects through Duke Energy's Green Source Rider program. These solar PV projects, which began coming online in October 2015 to support our Maiden data center, were Duke's first Green Source Rider projects to become operational. We worked with Duke Energy for several years to develop this green energy tariff option, which allowed Apple and Duke Energy to work together to develop new renewable energy projects. Apple's Maiden data center was the first facility to begin benefiting from renewable energy through this program. The five projects have a combined peak capacity of 20 megawatts. All told, Apple's data center will be supported by projects that generate 244 million kilowatt-hours of renewable energy a year, which is equivalent to the energy used by over 17,900 North Carolina homes.*

Among Maiden's energy efficiency features is the use of outside air cooling through a waterside economizer during night and cool-weather hours, which, along with water storage, allows the chillers to be turned off more than 75 percent of the time.

Maiden, North Carolina—100% renewable since opening June 2010



Solar + Biogas Fuel Cells

Duke Energy Default Grid Mix		Apple Actual Renewable Energy Use	
Nuclear	51%	Solar PV Projects	36%
Coal	33%	Biogas Fuel Cells	28%
Other	16%	NC GreenPower (80% solar)	36%
Renewable	<1%		
2015 Default Emissions (mtons CO ₂ e/year)	99,907	2015 Effective Emissions (mtons CO ₂ e/year)	0
From Duke Energy Carolinas 2015 Statistical Supplement generation data		Actual fiscal year 2015 energy data	

Resource Advisor generated utility emissions values (utility-specific data).

*Carbon emissions equivalences calculated using U.S. Energy Information Administration, 2013 data: www.eia.gov/electricity/sales_revenue_price/pdf/table5_a.pdf.

Newark, California

Our data center in Newark, California, is powered by 100 percent renewable energy. We hit this milestone in January 2013, when we began serving the data center with energy sourced primarily from California wind power. We're acquiring this energy directly from the wholesale market through California's Direct Access program. Late this year, when our 130-megawatt solar project in Monterey County, California, comes online, we'll use Direct Access to supply power from that project directly to our data center as well as other Apple facilities in California.

Newark, California—100% renewable since January 2013



Pacific Gas & Electric Default Grid Mix		Apple Actual Renewable Energy Use	
Natural Gas	24%	Bundled Grid (mostly wind)	63%
Nuclear	21%	Grid (mostly wind)	37%
Other/Unspecified	21%		
Renewable	34%		
2015 Default Emissions (mtons CO ₂ e/year)	26,519	2015 Effective Emissions (mtons CO ₂ e/year)	0
www.energy.ca.gov/sb1305/labels/2014_labels/all_labels/Pacific_Gas_and_Electric_(PGandE).pdf		Actual fiscal year 2015 energy data	

Resource Advisor generated utility emissions values (utility-specific data).

Prineville, Oregon

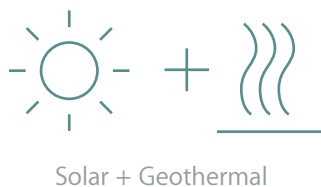
To support our Prineville data center, we built our first two micro-hydro systems that harness the power of water flowing through local irrigation canals that have been operating for over 60 years. These micro-hydro projects will generate 12 million kilowatt-hours of clean, renewable energy a year. To supplement this micro-hydro generation, we're able to directly access enough local wind energy to power the entire data center.

Prineville, Oregon—100% renewable since opening May 2012



Pacific Power Default Grid Mix		Apple Actual Renewable Energy Use	
Coal	61%	Oregon Wind	89%
Natural Gas	13%	Utility Green	1%
Other	11%	Apple's Micro-Hydro Projects	10%
Renewable	15%		
2015 Default Emissions (mtons CO ₂ e/year)	39,507	2015 Effective Emissions (mtons CO ₂ e/year)	0
www.pacificpower.net/about/rr/ori.html from PowerContent—Large Non Residential		Actual fiscal year 2015 energy data	

Resource Advisor generated utility emissions values (utility-specific data).



Reno, Nevada

Unlike competitive energy markets where we've located some of our data centers, the regulated electricity supply in Nevada did not offer a simple solution for us to create new renewable energy projects dedicated to our data center. So we created a partnership with the local utility, NV Energy, to develop our first renewable project: Fort Churchill Solar PV project. Apple designed, financed, and constructed the project, and NV Energy operates it and directs all the renewable energy it produces to our data center. The Fort Churchill Solar PV project uses a new kind of photovoltaic panel with curved mirrors that concentrate sunlight. The 20-megawatt array has an annual production capacity of over 43 million kilowatt-hours of clean, renewable energy.

To facilitate further renewable development in Nevada, Apple worked with NV Energy and the Nevada utility commission to create a green energy option open to all commercial customers that does not require the customer to fund project development upfront. Thanks to this new option, in late 2015 we announced our second Nevada solar array, a 50-megawatt project called Boulder City II that should come online by end of 2016. We're proud that another Nevada data center operator has also used the new green energy option, twice.

Reno, Nevada—100% renewable since opening December 2012

NV Energy - North Default Grid Mix		Apple Actual Renewable Energy Use	
Natural Gas	53%	Apple's Solar PV Projects	29%
Coal	27%	Other Solar PV	51%
Other	<1%	Local Geothermal	20%
Renewable	20%		
2015 Default Emissions (mtons CO ₂ e/year)		20,653	2015 Effective Emissions (mtons CO ₂ e/year)
			0
www.nvenergy.com/bill_inserts/2016/Power_Content_Insert_NVE-North_2016-01.pdf		Actual fiscal year 2015 energy data	

Resource Advisor generated utility emissions values (utility-specific data).

Athenry, Ireland

Our data center in County Galway, Ireland, will be built on recovered land that was previously used for commercial lumber. It will provide a forested outdoor education space for local schools and a walking trail for the community. When it opens in 2017, the data center will run on 100 percent clean, renewable energy, and will be cooled by natural ventilation, rather than mechanical air-conditioning, by taking advantage of the mild Irish climate.

Ireland has one of the strongest coastal wave energy resources of anywhere in the world. Apple has partnered with the Sustainable Energy Authority of Ireland to support innovative new ways of capturing wave energy and converting it to renewable electricity, with Apple agreeing to use electricity generated from new wave energy technologies to support the Athenry data center.

Viborg, Denmark

In 2017, we'll open a new data center running on 100 percent renewable energy in Denmark's central Jutland region. Due to its proximity to one of Denmark's largest electrical substations, the data center won't require any back-up generators, which typically run on diesel and require periodic testing and burning of fuel. The facility is designed to capture excess heat from its equipment and conduct it into the local district heating system to help warm homes in the community. Denmark has a long tradition of biomass energy generation from agricultural waste products.

Our colocated facilities

The vast majority of our online services are provided by our own data centers; however, we also use third-party colocation facilities for additional data center capacity. While we don't own these shared facilities and use only a portion of their total capacity, we include our portion of their energy use in our renewable energy goals. Over 85 percent of our power for colocated facilities is matched with renewable energy generated within the same state for facilities in the United States, or within the same country for those around the world. And we will keep working with colocated suppliers to get to 100 percent around the world, including in regions where renewable energy markets are underdeveloped.

Furthermore, we worked with one of our main suppliers of colocated services to help it develop the capability to provide renewable energy solutions to its customers. This partnership serves to advance the renewable energy program of both Apple and those of other companies that use this colocation provider.

Beyond the use of our own data centers and colocated facilities, we also use third-party computing services to support some of our on-demand cloud storage-based services. We encourage and work with these suppliers to adopt a 100 percent renewable energy strategy for their energy use.

Energy Use and Emissions at Apple's Colocated Facilities

	Energy Use (kWh)	Renewable Energy (kWh)	Default Utility Emissions (metric tons CO2e)	Apple's Emissions - including renewable energy (metric tons CO2e)	% Renewable Energy
FY2011	42,524	0	12	12	0%
FY2012	38,552,271	1,471,680	17,220	16,543	4%
FY2013	79,462,860	46,966,891	31,757	14,493	59%
FY2014	108,659,693	88,553,380	44,338	10,976	81%
FY2015	142,615,026	121,086,061	60,495	12,740	85%

Regional Energy Use at Apple's Colocated Facilities (Fiscal Year 2015)

	Energy Use (kWh)	Renewable Energy (kWh)	% Renewable Energy
U.S.	75,671,765	75,671,765	100%
Europe	36,595,776	36,595,776	100%
APAC	29,911,090	8,818,520	29%
Other	436,395	0	0%
FY2015 TOTAL	142,615,026	121,086,061	85%

Appendix C

Assurance and Review Statements

Facilities energy, carbon, waste, and water data (Pages 38–40)
(Bureau Veritas)

Product life cycle carbon footprint (Pages 41–44)
(Fraunhofer Institute)

Paper footprint (Pages 45–46)
(Fraunhofer Institute)

BUREAU VERITAS NORTH AMERICA

INDEPENDENT ASSURANCE STATEMENT



Introduction and objectives of work

Bureau Veritas North America, Inc. (BVNA) was engaged by Apple, Inc. (Apple) to conduct an independent assurance of select environmental data reported in its 2015 environmental report (the Report). This Assurance Statement applies to the related information included within the scope of work described below. The intended users of the assurance statement are the stakeholders of Apple. The overall aim of this process is to provide assurance to Apple's stakeholders on the accuracy, reliability and objectivity of select information included in the Report.

This information and its presentation in the Report are the sole responsibility of the management of Apple. BVNA was not involved in the collection of the information or the drafting of the Report.

Scope of Work

Apple requested BVNA to include in its independent review the following:

- Assurance of select environmental data and information included in the Report for the fiscal year 2015 reporting period (September 28, 2014 through September 26, 2015), specifically, in accordance with Apple's definitions and World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol:
 - Energy: Direct (Million Therms) and Indirect (Million kilowatt hours (mkWh))
 - Renewable Energy (mkWh)
 - Water (Total withdrawal)
 - Greenhouse Gas (GHG) Emissions: Direct Scope 1 emissions by weight, Indirect Scope 2 emissions by weight, Indirect Scope 3 emissions by weight (Employee Commute and Business Travel)
 - Waste Quantities and Disposition
 - Appropriateness and robustness of underlying reporting systems and processes, used to collect, analyze, and review the environmental information reported;

Excluded from the scope of our work is any assurance of information relating to:

- Text or other written statements associated with the Report
- Activities outside the defined assurance period

Methodology

BVNA undertook the following activities:

1. Site visits to Apple facilities in Cork, Ireland; London, United Kingdom; Seoul, South Korea; and Singapore;
2. Visit to Apple corporate offices in Cupertino, California;
3. Interviews with relevant personnel of Apple (10 individuals including employees and external contractors at the corporate level);
4. Review of internal and external documentary evidence produced by Apple;
5. Audit of environmental performance data presented in the Report, including a detailed review of a sample of data against source data; and
6. Review of Apple information systems for collection, aggregation, analysis and internal verification and review of environmental data.

Our work was conducted against Bureau Veritas' standard procedures and guidelines for external Verification of Sustainability Reports, based on current best practice in independent assurance.



Bureau Veritas procedures are based on principles and methods described in the International Standard on Assurance Engagements (ISAE) 3000.

The work was planned and carried out to provide reasonable assurance for all indicators and we believe it provides an appropriate basis for our conclusions.

Our Findings

BVNA verified the following indicators for Apple's Fiscal Year 2015 reporting period (September 28, 2014 through September 26, 2015):

Parameter	Quantity	Units	Boundary/ Protocol
Natural Gas Consumption:	8.5	Million Therms	Worldwide occupied properties / Apple Internal Protocol
Electricity Consumption:	990	Million kilowatt hours (mkWh)	Worldwide occupied properties / Apple Internal Protocol
Renewable Energy	914	Million kilowatt hours (mkWh)	Worldwide / Invoiced quantities & self-generated
Scope 1 GHG Emissions	28,103	metric tons of carbon dioxide equivalent (tCO ₂ e)	Worldwide occupied properties / WRI/WBCSD GHG Protocol
Scope 2 GHG Emissions (Location-Based)	376,365	tCO ₂ e	Worldwide occupied properties / WRI/WBCSD GHG Protocol
Scope 2 GHG Emissions (Market-Based)	43,608	tCO ₂ e	Worldwide occupied properties / WRI/WBCSD GHG Protocol
Scope 3 GHG Emissions – Business Travel	139,936	tCO ₂ e	Worldwide occupied properties / WRI/WBCSD GHG Protocol Value Chain (Scope 3)
Scope 3 GHG Emissions – Employee Commute	172,968	tCO ₂ e	Worldwide occupied properties / WRI/WBCSD GHG Protocol Value Chain (Scope 3)
Water Withdrawal	2,000,000	cubic meters (m ³)	Worldwide occupied properties / Apple Internal Protocol
Trash disposed in Landfill	5947	Metric tonnes	Worldwide occupied properties / Apple Internal Protocol
Hazardous Waste (Regulated waste)	455	Metric tonnes	Worldwide occupied properties / Apple Internal Protocol
Recycled Material (Removal by recycling contractor)	10,221	Metric tonnes	Worldwide occupied properties / Apple Internal Protocol



Our Conclusion

Based on the assurance process and procedures conducted, we conclude that:

- The Energy, Water, Waste, and Scope 1, 2 & 3 GHG Emissions assertions shown above are materially correct and are a fair representation of the data and information; and
- Apple has established appropriate systems for the collection, aggregation and analysis of relevant environmental information, and has implemented underlying internal assurance practices that provide a reasonable degree of confidence that such information is complete and accurate.

Statement of independence, impartiality and competence

BVNA is an independent professional services company that specializes in Quality, Health, Safety, Social and Environmental management with over 180 years history in providing independent assurance services, and an annual 2015 revenue of \$4.6 billion Euros.

No member of the assurance team has a business relationship with Apple, its Directors or Managers beyond that of verification and assurance of sustainability data and reporting. We have conducted this verification independently and we believe there to have been no conflict of interest.

BVNA has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The assurance team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of BVNA standard methodology for the Assurance of Sustainability Reports.

Attestation:

A blue ink signature of Trevor A. Donaghu.

Trevor A. Donaghu, Lead Verifier
Technical Director, Climate Change Services
Sustainability and Climate Change Services
Bureau Veritas North America, Inc.

A blue ink signature of John A. Rohde.

John A. Rohde, Technical Reviewer
Senior Project Manager
Sustainability and Climate Change Services
Bureau Veritas North America, Inc.

April 11, 2016

Review and Verification Statement

Company Carbon Footprint – Scope 3: Product related Carbon Footprint for Fiscal Year 2015

Fraunhofer IZM reviewed Apple's scope 3 company carbon footprint (CCF) data related to the products manufactured and sold by Apple Inc. in fiscal year 2015.

1 Summary

This review checks transparency of data and calculations, appropriateness of supporting product related data and assumptions, and overall plausibility of the calculated corporate annual carbon footprint comprised of emissions derived from the life cycle assessment (LCA) of Apple products shipped in fiscal year 2015. This review and verification focuses on Scope 3 emissions for products sold by Apple Inc. (as defined by WRI/WBCSD/Greenhouse Gas Protocol – Scope 3 Accounting and Reporting Standard). It is noted that emissions relating to the facilities that are owned or leased by Apple (scope 1 and 2 emissions) as well as business travel and employee commute were subject to a separate third party verification and are therefore excluded from the scope of this statement. Confidential data relating to product sales and shipments were also excluded from the scope of this verification.

This review and verification covers Apple's corporate annual greenhouse gas emissions and does not replace reviews conducted for individual product LCAs for greenhouse gas emissions (GHGs). The life cycle emissions data produced by Apple for individual products has been calculated in accordance to the standard ISO 14040/14044: Environmental management – Life cycle assessment – Principles and framework / Requirements and guidelines. This review and verification furthermore complies with ISO 14064-3: Greenhouse gases -- Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions.

The review of the corporate annual carbon footprint has considered the following criteria:

- The system, boundaries and functional unit are clearly defined
- Assumptions and estimations made are appropriate

- Selection of primary and secondary data is appropriate and methodologies used are adequately disclosed

These criteria are also fundamental to the review of LCAs conducted for individual product emissions. The reviewers note that the largest share (98%) of Apple Inc. annual corporate carbon footprint is comprised of scope 3 emissions from individual products. The aforementioned criteria have been regularly reviewed by Fraunhofer IZM since 2007 with a view to providing independent feedback that can facilitate continuous improvement and refinement in the LCA methodology applied by Apple Inc.

Data reported by Apple is as follows:

	Manufacturing	Transportation	Product Use	Recycling
2015	29,599,494	1,322,121	6,566,851	502,547
	[metric tons CO ₂ e]	[metric tons CO ₂ e]	[metric tons CO ₂ e]	[metric tons CO ₂ e]

Based on the process and procedures conducted, there is no evidence that the Greenhouse Gas (GHG) assertion with regards to scope 3 corporate carbon footprint

- is not materially correct and is not a fair representation of GHG data and information, and
- has not been prepared in accordance with the related International Standard on GHG quantification, monitoring and reporting.

2 Reviewed Data and Plausibility Check

A verification and sampling plan as required by ISO 14046-3 has been established in the course of this CCF review and verification, defining the level of assurance, objectives, criteria, scope and materiality of the verification.

As part of this review and verification Apple disclosed following data to Fraunhofer IZM:

- Sales data for FY2015, including accessories
- Regional distribution of sold units and country specific allocation per product to major sell-in countries
- Product specific data on transportation including breakdown of air and sea shipment

- Life cycle GHG emissions for all products, differentiating the actual product configurations (i.e. memory capacity)
- Calculation methodology for the company carbon footprint and methodological changes implemented in 2015
- The total company carbon footprint – scope 3 for the fiscal year 2015
- Detailed analysis of the CCF including:
 - The breakdown of the CCF into life cycle phases manufacturing, transportation, product use and recycling
 - Detailed product specific split into life cycle phases
 - The contribution of individual products and product families to the overall CCF

The data and information supporting the GHG assertion were projected (use phase and recycling) and historical (i.e. fiscal year 2015 data regarding sales figures, manufacturing, transportation).

This review comprises a check of selected data, which are most influential to the overall company carbon footprint. The overall plausibility check addressed the following questions:

- Are product LCAs referenced correctly?
- Are results for products, for which no full LCA review was undertaken, plausible?
- Are carbon emission data for individual products plausible in the light of methodological changes as indicated by Apple?

This review was done remotely.

3 Findings

Prior to this CCF review and verification 14 recent product LCA studies, including for the first time separately sold accessories, have been reviewed successfully against ISO 14040/44. These recent LCAs cover most important product segments (Apple Watch, iPad, iPhone, iPod, MacBook, MacBook Pro, and Beats products). These latest LCA studies cover products which represent in total 47,2% of the total scope 3 company carbon footprint. Representatives of other product segments (iMac, Mac Pro, Mac Mini, Airport Express /

Airport Extreme, Apple TV and Cinema Display) underwent no or only minor design changes compared to those which went through a full LCA review in former years.

The methodological changes implemented with the 2015 CCF data are confirmed to lead to an improvement in terms of accuracy and real use patterns representation of the results. Inevitably this hampers the comparability of 2015 results with earlier CCF data.

All questions raised in the course of the review were answered by Apple and related evidence was provided where needed.

4 Conclusions

We observe from year to year an improvement of the assessment approach in terms of granularity of the used calculation data. This year the use phase models have been enhanced, taking into account real use pattern data. Several additional components are now modelled with primary data from Apple's suppliers.

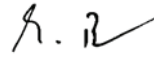
For all product LCA calculations, where exact data was missing, the principle of a worst-case approach has been followed and results have been calculated with rather conservative estimates regarding e.g. production yield losses and recycling.

The review has not found assumptions or calculation errors on the CCF data level that indicate the scope 3 corporate carbon footprint has been materially misstated. The excellent analysis meets the principles of good scientific practice.

Berlin, March 24, 2016



- Karsten Schischke -
Fraunhofer IZM
Dept. Environmental and
Reliability Engineering



- Marina Proske -
Fraunhofer IZM
Dept. Environmental and
Reliability Engineering

Review Statement

Company Fiber Footprint

Fraunhofer IZM reviewed Apple's company fiber footprint data related to the products manufactured and sold by Apple Inc. in fiscal year 2015.

1 Summary

This review checks transparency of data and calculations, appropriateness of supporting product and packaging related data and assumptions, and overall plausibility of the calculated corporate annual fiber footprint of Apple products shipped in fiscal year 2015.

As there is no standardised method available for calculating a product or company fiber footprint Apple defined a methodology for internal use. The scope of the Fiber Footprint includes Apple's corporate fiber usage from products. Facility fiber usage is explicitly excluded. The fiber footprint tracks the total amount of wood fiber, both virgin and recycled, that Apple uses in packaging, and other paper products. Apple obtains and analyses supplier-specific data for each product line and sums up these figures for the entire company using sell-in numbers. The output is a total fiber footprint.

The review of the corporate annual fiber footprint has considered the following criteria:

- The system boundaries are clearly defined
- Assumptions and estimations made are appropriate
- Use of supplier data is appropriate and methodologies used are adequately disclosed

Data reported by Apple is as follows:

	Total Fiber	Virgin Fiber	Recycled Fiber
2015	132,741	51,669	81,072
	[metric tons fiber]	[metric tons fiber]	[metric tons fiber]

All results and figures reviewed for fiscal year 2015 are plausible.

2 Reviewed Data and Findings

As part of this review Apple disclosed following data to Fraunhofer IZM:

- Calculation methodology for the company fiber footprint
- Sales data for FY2015, including accessories
- Product and supplier specific data on packaging design (including CAD design drawings), materials (distinction of paper qualities, fiber content, including recycled fiber content), weights and production yields (process yields and cut-off losses)
- Aggregated fiber data for all products and the total company fiber footprint for the fiscal year 2015

The revised methodology paper provided by Apple (Fiber Footprint at Apple - Methodology Description - V1.0) on March 15, 2016, is considered a sound and appropriate guidance for determining the company fiber footprint. Where appropriate, this approach follows methodological principles applied for state-of-the-art Life Cycle Assessments.

This review comprises a check of fiber data for selected products, which are most influential to the overall company fiber footprint and which represent the full spectrum of Apple products. The selection of products for individual reviews has been agreed between Apple and Fraunhofer IZM.

Plausibility of some supplier data has been questioned and discussed in detail with Apple. Based on direct supplier feedback related fiber data has been corrected.

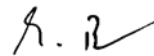
This review was done remotely. All questions raised in the course of the review were answered by Apple and related evidence was provided where needed.

Based on the process and procedures conducted, there is no evidence that the corporate fiber footprint is not materially correct and is not a fair representation of fiber data and information. The excellent analysis meets the principles of good scientific practice.

Berlin, March 29, 2016



- Karsten Schischke -
Fraunhofer IZM
Dept. Environmental and
Reliability Engineering



- Marina Proske -
Fraunhofer IZM
Dept. Environmental and
Reliability Engineering

Appendix D

Environmental Health and Safety Policy Statement

Mission Statement

Apple Inc. is committed to protecting the environment, health, and safety of our employees, customers and the global communities where we operate.

We recognize that by integrating sound environmental, health, and safety management practices into all aspects of our business, we can offer technologically innovative products and services while conserving and enhancing resources for future generations.

Apple strives for continuous improvement in our environmental, health and safety management systems and in the environmental quality of our products, processes, and services.

Guiding Principles

Meet or exceed all applicable environmental, health and safety requirements.

We will evaluate our EHS performance by monitoring ongoing performance results and through periodic management reviews.

Where laws and regulations do not provide adequate controls, we will adopt our own standards to protect human health and the environment.

Support and promote sound scientific principles and fiscally responsible public policy that enhance environmental quality, health and safety.

Advocate the adoption of prudent environmental, health and safety principles and practices by our contractors, vendors, and suppliers.

Communicate environmental, health, and safety policies and programs to Apple employees and stakeholders.

Design, manage and operate our facilities to maximize safety, promote energy efficiency, and protect the environment.

Strive to create products that are safe in their intended use, conserve energy and materials, and prevent pollution throughout the product life cycle including design, manufacture, use, and end-of-life management.

Ensure that all employees are aware of their role and responsibility to fulfill and sustain Apple's environmental, health and safety management systems and policy.

Luca Maestri

Senior Vice President and CFO

January 2016

Appendix E

EMS Certification



CERTIFICATE OF REGISTRATION

This is to certify that

Apple Inc.

operates an

Environmental Management System

which complies with the requirements of

ISO 14001:2004

for the following scope of registration

The management of the environmental risks associated specifically with aspects/impacts associated with functions limited to the " Design & Engineering " Department & Corporate Recycling of Apple Inc., 1 Infinite Loop, Cupertino, Ca.

Registered Sites:	Apple Inc.	Apple Inc.
	1326 Kifer Road Sunnyvale, California 94086 USA	1 Infinite Loop Cupertino, California USA
Certificate Number:	CERT-0095035	CERT-0095035
File Number:	1677254	1677253
Issue Date:	March 11, 2016	March 11, 2016
Original Certification Date:	March 11, 2016	March 11, 2016
Current Certification Date:	March 11, 2016	March 11, 2016
Certificate Expiry Date:	September 28, 2017	September 28, 2017

Heather Mahon
Acting Head of
Policy, Risk and Certification



ISO 14001



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To verify that this certificate is current, please refer to the SAI Global On-Line Certification Register: www.qmi-saiglobal.com/qmi_companies/



Report Notes:

- This report is published annually and covers fiscal year 2015 activities, unless otherwise noted.
- This report addresses environmental impacts and activities at Apple-owned facilities (corporate offices, data centers, and retail stores), as well as the life-cycle impacts of our products, including in the manufacturing, transportation, use, and end-of-life phases.
- To provide feedback on this report, please contact environment-report@apple.com.

¹CO₂e, or carbon dioxide equivalent, is a standard unit for measuring carbon footprints. It translates into one number the impact of different greenhouse gases based on their potential to contribute to climate change.

²Greenhouse gas equivalencies calculated using the U.S. EPA Greenhouse Gas Equivalencies Calculator: www.epa.gov/energy/greenhouse-gas-equivalencies-calculator.

³Based on the average residential cost of electricity in the U.S. in 2015; includes customer use scenarios and power consumed by the power adapter when disconnected from the iPhone.

⁴Calculations based on sales-weighted averages for all energy-using Apple-branded products in the given years.

⁵In Brazil, sanitary waste is legally mandated to be landfilled as biohazard waste. Because of this regulatory requirement, UL is exempting sanitary waste from the zero waste to landfill validation currently underway at the Foxconn final assembly facility in São Paulo, Brazil. As of March 2016, sanitary waste represented 4 percent of total waste at this facility.

⁶Water consumption is calculated using NREL source data, Operational Water Consumption and Withdrawal Factors for Electricity Generating Technologies, 2012. Savings estimated from use of renewable energy is not reflected in our facilities' water-use calculations.

⁷Based on equivalent virgin fiber production from protected forests and virgin fiber used for product packaging.

⁸In terms of global and statewide occurrence.

⁹Based on estimates of the volume of virgin fiber required to produce our packaging and the volume of virgin fiber produced by those forests protected through our partnership with The Conservation Fund.

¹⁰Hunan, Guangxi, Guangdong, Fujian, and Yunnan.

¹¹Every Apple product is free of PVC and phthalates with the exception of power cables in India and South Korea, where we continue to seek government approval for our PVC and phthalates replacement.

Updated September 2016.

Added energy and emissions tables for colocated facilities to Appendix B.

EXHIBIT 2

Forbes



Kurt BadenhausenForbes Staff

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FORBES 5/11/2016 @ 9:45AM | 69,223 views

The World's Most Valuable Brands 2016

Apple's 13-year run of quarterly revenue growth came to a crashing halt last month when the tech giant reported revenue of \$50.6 billion, off 13% thanks to soft iPhone sales and a slowdown in China. The gloom-and-doom sentiment around the company has reached a zenith with the stock off 30% from its all-time peak 12 months ago.



(AP Photo/Matthias Schrader, File)

But Forbes' annual study of the world's most valuable brands shows that Apple is still in a class by itself with a value of \$154.1 billion, 87% more than second-ranked Google. It is the sixth straight time Apple has finished first since Forbes began valuing the richest brands in 2010.

"Brands get their value from how customers perceive them," says David Reibstein, a professor of marketing and branding expert at the [University of Pennsylvania's Wharton School](#).

"What makes it valuable from a company perspective is that customers are willing to pay a higher price or are more likely to buy."



The Apple brand hits a home run on both fronts. Apple-philes will cry blasphemy, but Apple phones are not that distinct from the latest Samsung gadget, hence why the two companies are always suing each other. Yet, Apple commands a premium price and accounts for nearly half the smartphones sold in the U.S., along with 75 million sold globally during the December holiday quarter.

[The World's Most Valuable Brands 2016](#)

Apple dominates in a consumer tech industry where brand matters. Revenue fell in the latest quarter, but the release of the iPhone 7 will certainly have fans of the brand lining up for hours outside stores in the fall ahead of the unveiling. The adulation helped the company generate \$53 billion in net income last year.

“The chance to make a memory is the essence of brand marketing,” said a young [Steve Jobs](#) after co-founding Apple. The brand has done that by creating a connection with customers through music, phones and computing. It now wants to do the same in watches, TVs and payments with more categories, like autos, also on its radar.

No. 2 Google leapfrogged Microsoft this year and closed the gap on Apple with its brand value up 26% to \$82.5 billion (Apple’s brand rose 6%). Google became a division of the newly formed Alphabet last year, but the search engine brand is still the company’s bread-and-butter profit center subsidizing “Other Bets” like self-driving cars, Google Fiber, Calico and Nest, which lost \$3.6 billion last year.

People are much more likely to use Google than Bing even though the search results might not differ much because of the Google brand. Google has become the generic term for search, which is the ultimate in branding power. Reibstein is awed with how Google treats its logo, which he says is the “antithesis of what everybody teaches about branding.” Some companies employ brand police to track the use of their logos to ensure the proper fonts and colors. Not Google. It changes the logo on its homepage every day with a clever new doodle.

Rounding out the top five are Microsoft (\$75.2 billion), Coca-Cola (\$58.5 billion) and Facebook (\$52.6 billion).

[Full List: The World's Most Valuable](#)

Brands

Facebook, up 44%, is the fastest-growing brand in the top 100 for the second straight year. The number of active users has surged to 1.65 billion. The average user spends 50 minutes daily using Facebook and Instagram (our brand value excludes the financial impact of Instagram). New York Times [columnist James Stewart](#) notes that is more time than people spend reading (19 minutes), participating in sports and exercise (17 minutes) and socializing (4 minutes) combined. Time is the ultimate measure of brand engagement.

“Facebook keeps innovating and adding more and more functionally and features,” says Reibstein. “Companies are figuring out how to use Facebook, so their revenue is growing. The transformation with what they are doing with their core business is incredible.”

We considered more than 200 global brands to determine the final list of the world’s 100 most valuable brands. The brands were required to have more than a token presence in the U.S., which knocked out some big brands like multinational telecom firm [Vodafone](#) and Chinese e-commerce giant [Alibaba](#). The top 100 includes product brands like Marlboro, owned by Altria and Philip Morris International, as well as brands marketed under their corporate name like McDonald’s.



Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple

over the past three years to these earnings to arrive at the final brand value (click [here](#) for the complete methodology).

The 100 most valuable brands span 16 countries and cross 19 broad industry categories. Brands from U.S.-based companies make up just over half the list with 52 brands. The next greatest number are from Germany (11 brands), Japan (8) and France (6). Tech brands are the most common with 17, including the top three. Financial services companies landed 13 brands in the top 100 led by American Express at No. 24. Other big industries included automotives (12) and consumer packaged goods (10), followed by luxury and retail, which both secured eight spots.

The biggest decliner was IBM, off 17% to \$41.4 billion and No. 7 overall. Big Blue has reported 16 straight quarters of revenue declines. Revenue in the latest quarter was the company's lowest in 14 years. "People have trouble defining what IBM is today," says Reibstein, who says the one thing that might save IBM is its artificial intelligence technology platform Watson, which the company is doubling down on by featuring the technology in its ad campaigns.

Seven brands cracked the top 100 for the first time led by CVS at No. 47 with a value of \$11.7 billion. The average brand rose 6% in value compared to 2015. The cumulative brand value of the top 100 is \$1.8 trillion with the cut-off at \$6.7 billion for No. 100 Costco.

Special Report: The World's Most Valuable Brands



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[The World's 100 Most Valuable Brands 2016: Behind The Numbers](#)

[The Most Iconic Ad Campaigns And What Marketers Today Can Learn From Them](#)

[The Most Expensive Home Listing in Every State 2016](#)

[LinkedIn Warns Users To Reset Passwords As 117M Logins For Sale On Dark Web](#)

[The Cities With The Most Billionaires](#)

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Apple revolutionized four industries over the past 15 years with the launch of the iPhone, iPad, iPod and iTunes. Its next target is watches. The Apple Watch launched in April. Forecasts for first year sales are all over the map and typically range between eight million and 15 million. Analysts at Piper Jaffrey expect watches to represent 10% of Apple's 2017 revenue. Keller is skeptical of the potential of the Watch, but recognizes the incredible track record Apple has to produce great products. "If the watch turns out to be a success, it is going to fuel the company and brand even more," says Keller.


Microsoft ranks as the second most valuable brand worth \$69.3 billion, up 10%. After years of getting beaten up in the press and by users, the \$94-billion-in-sales company is suddenly *cool again* under CEO [Satya Nadella](#), just the company's third leader in 40 years. The company is intriguing developers and introducing captivating products like its HoloLens, a headset which brings hi-def holograms to life using Windows. "We want to move from people needing Windows to choosing Windows, to loving Windows. That is our bold goal," said Nadella at the Windows 10 launch event in January.

The company poured \$11 billion into research and development last year. Windows 10 will be released this summer and is expected to be the last major release of the venerable operating system. Future updates will be in an "ongoing manner." The company wants one billion Windows 10 users by 2018.

Microsoft is no longer the 800-pound gorilla in the tech space, which has softened some of the criticism, but Keller is looking for consumers to want to engage with the brand before he labels it cool again. "I can see why people have stopped hating them, but can't see why people would start loving them," says Keller.



Next Post



Kurt Badenhausen
Forbes Staff

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Apple And Microsoft Head The World's Most Valuable Brands 2015

Continued from page 1

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Rounding out the top five are [Google](#) [GOOG](#) [+0.45%](#) (\$65.6 billion), [Coca-Cola](#) [KO](#) [+0.3%](#) (\$56 billion) and [IBM](#) [IBM](#) [+0.2%](#) (\$49.8 billion).

We determined the most valuable brands by starting with a universe of more than 200 global brands. We required brands to have at least some presence in the U.S., which knocked out big brands like Chinese internet giant [Tencent](#) and multinational telecom firm [Vodafone](#). The top 100 includes product brands like [Procter & Gamble](#) [PG](#) [+0.1%](#)-owned [Gillette](#) as well as brands marketed under their corporate name like IBM.

Forbes valued these brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), Japan (7) and France (7). Tech brands are the most prevalent with 15, including half of the top 20. Automotive and consumer packaged goods companies both landed 13 brands within the top 100. Toyota was the top auto brand at No. 8, worth \$37.8 billion, while Gillette headed the CPG brands at No. 26, worth \$20.4 billion.

[Facebook](#) registered the biggest gain of any brand in the top 100, up 54%. It cracks the top 10 for the first time with value of \$36.5 billion. Facebook had 936 million active daily users as of March 2015 with 83% of those outside the U.S. The brand has emerged as a competitor to YouTube regarding video. In April the company reported that it delivered four billion video views daily compared to one billion just seven months earlier. Other big gainers in the top 100 include: [Amazon.com](#) [AMZN](#) [+0.9%](#) (+32%) and Disney (+26%). [Adidas](#) (-14%) and [Danone](#) (-13%) had the biggest drops.

[Full List: The World's Most Valuable Brands](#)

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Apple, Microsoft And Google Are World's Most Valuable Brands

[The World's Most Valuable Brands 2014](#)

A strong brand name is an incredibly valuable asset. Consumer companies in particular devote huge chunks of time and resources to solidify and expand their brands. “A valuable brand delivers a return for the company on two dimensions,” says David Reibstein, professor of marketing at the [University of Pennsylvania’s Wharton School](#). “Either it allows the company to charge a premium price or it adds more volume or market share.”

When it comes to charging a premium price and moving product, no one does it better than Apple. There are other phones and tablets that are functionally comparable or arguably better than the iPhone and iPad, but the Apple brand carries tremendous weight and credibility, and customers are willing to pay up for that. The company sold 39.3 million iPhones in its latest quarter and could sell as many as 60 million during the last three months of 2014 with the holiday selling season. Apple also moved 12.3 million iPads and 5.5 million Macs last quarter.

Add it all up and the Apple brand is worth \$124.2 billion and almost twice as much as any other brand in Forbes’ annual study of the world’s most valuable brands. The value of the Apple brand is up 19% over last year. Apple’s strong brand and innovative products allowed it to redefine four industry categories over the past 13 years with the launches of the iPhone, iPad, iPod and iTunes. The next industries on Apple’s hit list are smartwatches with the Watch and financial payments with Apple Pay. Premium pricing pushes up Apple’s operating profit margins to

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33%, and the company generated \$50 billion in free cash flow for the fiscal year ended in September.

Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

Microsoft inked a five-year, \$400 million sponsorship deal with the NFL last year. The pact requires the NFL to use Surface tablet computers on the sideline that download high-def photographs of plays as they occur. Unfortunately for Microsoft the arrangement has provided more evidence of the power of the Apple brand, as announcers and players repeatedly [refer to the Surface tablets](#) as iPads and one player called them “[knockoff iPads](#).” Microsoft is still a bit player in tablets and phones. “There is a lot of catching up to do,” says Reibstein. “They are going to have to work to overcome the brand disadvantage they have in those areas.”

Google shoots up two spots to No. 3 among the top brands with a value of \$56.6 billion, up 19%. Google is the generic term for the search category, but what separates Google from brands like Kleenex and Xerox is the amount of money it generates from its ad-driven business. The Google brand generated \$16 billion in earnings before interest and taxes over the last 12 months, and it is one of the biggest ad spenders in tech at \$2.8 billion in 2013. “With a well known brand, people trust it a lot more, and part of what is happening with Google is a matter of trust,” says Reibstein.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have some presence in the U.S., which eliminated big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which has almost twice as many mobile subscribers as any other brand (Vodafone is second in mobile). The final list includes product brands like Anheuser-Busch InBev-owned Budweiser and brands that are marketed under their corporate name like IBM, which ranks fifth overall.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each



industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (7) and Japan (5). Tech brands are the most prevalent with 16, including 11 of the top 25. Automotive companies landed 16 brands in the top 100 led by Toyota at No.9, worth \$31.3 billion.

Sandwiched around IBM are a couple of brands facing the challenges of people's changing eating and drinking habits, particularly in the U.S. Coca-Cola's value rose 2% to \$56.1 billion, placing it fourth. "When you are selling sugar and water, your brand better be very important," says Reibstein. The Coca-Cola brand is still extremely valuable, but it operates in an industry with few growth prospects. Coca-Cola sold 13.5 billion cases globally of its signature brand in 2013, up just 0.6% from the prior year. The McDonald's brand is sixth overall, worth \$39.9 billion, but up just 1%. McDonald's has been working to make its menu appear more health conscious, but many consumers aren't buying it. Global same-store sales slid 3.3% in the third quarter.

The biggest gainer in the top 100 was Facebook, up 74% for a value of \$23.7 billion and No. 18 overall. Various surveys report that fewer teens are using the social sharing site, but the Facebook brand still carries tremendous weight with 864 million daily active users in September. Revenue for the latest quarter jumped 59% with advertising representing 92.5% of total revenue. Other big gainers in the top 100 include Amazon.com (+45%), Starbucks (+25%), Toyota (+22%) and Nike (+22%).

[Full List: The World's Most Valuable Brands](#)

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**Kurt Badenhausen**, Forbes Staff

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Apple Dominates List Of The World's Most Valuable Brands

[The World's Most Valuable Brands](#)

Apple has set the bar incredibly high over the past decade. The expectations have some fans grumbling about the lack of transformational products during recent launches. The company has largely upgraded existing product lines instead of releasing anything as revolutionary as its last huge category changer in 2010, the iPad. Speculation swirls about whether the Cupertino, Calif.-based company has peaked, with well-funded competitors like Samsung and Google also challenging Apple. Wall Street seems to think so — Apple's stock plummeted 45% from its September 2012 high before partially recovering in the past six months.

But Forbes' study of the top brands illustrates that the Apple name is as strong as ever. Apple is the most valuable brand in the world for a third straight time at \$104.3 billion, up 20% over last year. It is worth nearly twice as much as any other brand on the planet by our count.

"The heart of a great brand is a great product," says Kevin Lane Keller, branding expert and professor at Dartmouth's [Tuck School of Business](#). Apple remains a vital part of people's everyday lives, and the brand continues to capture consumer's imaginations (and wallets) in a range of products across different industries.

The company sold a record 33.8 million iPhones in its latest quarter. It also moved 14.1 million iPads and 4.6 million Macs. Roughly 30 billion songs have been sold on iTunes since it launched in 2003. Sales of iPods are down, as people turn to their phones as music players, but Apple still sold 3.5 million iPods in its fiscal fourth quarter and 26.4 million for the year.

Design has been a large contributor to the strength of the Apple brand.

"Design is how a product works, how it looks, how it feels. It's functional and aesthetic. Apple has embraced that in the fullest sense possible in terms of making products simple, but also good looking and attractive," says Keller.

Full List: The World's Most Valuable Brands

Microsoft ranks second with a brand worth \$56.7 billion. The value of the brand is flat over the past three years, as Microsoft struggles to make the transition from a PC to a mobile world. Growth has slowed, but it is still one

of the most profitable brands in the world with operating margins of 34% in its latest fiscal year. The company's \$2.6 billion ad budget is one of the biggest in tech.

Coca-Cola is the only non-tech brand to crack the top five, ranking No. 3 with a brand value of \$54.9 billion. Coca-Cola sold 13.5 billion cases of its signature drinks in 2012, up 3% from the prior year thanks to growth outside the U.S. Those sales represent half of the company's soda revenue. The brand became the first to record 50 million "likes" on Facebook last year and currently has 75 million fans on the social media site.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which is the world's largest mobile phone provider. The final list includes product brands like Procter & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

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Ninth-ranked Samsung had the strongest one-year gain of any brand in the top 100, up 53% to \$29.5 billion. Samsung's value soared 136% over the past three years. Sales for Samsung's Galaxy S4 smartphone have been on fire and the company also benefits from its market leading position with memory chips. Samsung's smartphone shipments rose 40% to 81.2 million in the third quarter, according to IDC. Its 31.4% market share is larger than the next four brands combined.

Samsung has poured money into marketing, particularly in sports, to highlight its innovative products. South Korean-based Samsung Electronics has been an Olympic sponsor since the 1988 Seoul Olympic Games. It uses global sports stars like track and field's Usain Bolt and figure skater Kim Yu Na in its advertising. Samsung's most high profile sports team deal is its \$24 million a year jersey sponsorship of European soccer champion Chelsea. The company's ad budget hit \$4.4 billion last year.

"Really strong brands are highly innovative and highly relevant, so they are always moving forward in the right direction with products and services that really appeal to people and are distinctive and different," says Keller.

Samsung and Apple have been on remarkable runs, but they only need to look across the mobile space to see how quickly the value of a brand can collapse in the complex, fast moving technology world. Forbes valued the Blackberry brand at \$6.1 billion last year, but just \$2.2 billion this year and outside the top 100. Three years ago, Forbes deemed the Nokia brand worth \$27.3 billion, ninth highest in the world. Today we figure it is worth \$7 billion, which ranks No. 71. The value is down 55% from last year as the brand, like Blackberry, has been left behind in the smartphone world.

Nokia was the world's leading market of mobile phones for 14 years until early 2012, but they failed to read the market and adapt to the consumer's move to smartphones. Nokia still ranks second behind Samsung in global shipments in the low-priced, stagnant mobile phone category with a 13.8% market share, according to IDC. But Nokia is almost irrelevant in the high-priced, exploding smartphone area. Nokia sold 8.8 million of its Lumia smartphones in the third quarter—up 19% from the prior year, but Samsung sold nine times as many smartphones with unit growth twice as fast. Keller isn't hopeful about a Nokia revival and adds, "In such a fast moving category and industry, it is murder to catch up once you fall behind."

Full List: The World's Most Valuable Brands

Research: Courtney Retter

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<http://www.forbes.com/sites/kurtbadenhausen/2013/11/06/apple-dominates-list-of-the-worlds-most-valuable-brands/>

**Kurt Badenhausen**, Forbes Staff

I cover sports business with rare dip in education & local economies

BUSINESS | 10/02/2012 @ 4:57PM | 77,326 views

Apple Tops List Of The World's Most Powerful Brands

[The World's Most Powerful Brands](#)

[Apple](#) has taken its lumps the past two weeks with the rollout of the iPhone 5. Customer complaints about the Maps app and phones that easily scratch sparked cries that these things never would have happened under [Steve Jobs](#)' watch. Is the Apple brand headed south? Not a chance.

Apple remains a leader in innovation that is adored by consumers around the world. The brand helped the company generate \$40 billion in profits over the past 12-months, second most in the world behind [Exxon Mobil](#). How do you measure the power of a brand? It is the combination of financial value and positive consumer sentiment and Apple has both in abundance, which puts the Apple brand on top of Forbes inaugural list of the World's Most Powerful Brands.

"Apple sets the pace, redefines categories and addresses our needs even before we realize we have them," says Billy Mann, managing director at consulting firm Penn Schoen Berland. Look at the phone market, which Apple did not even enter until 2007. The annual release of the updated iPhone is now the most anticipated event of the year in the telecom category. Apple sold more than five million iPhone 5 units in the first weekend it went on sale last month.

The Apple brand is worth \$87.1 billion by our count, up 52% from two years ago when [Forbes last valued the top brands](#). The Apple brand is worth 59% more than [Microsoft](#), which ranks No. 2 in brand value and overall.

The Microsoft brand is worth \$54.7 billion, as the company remains a financial juggernaut with operating profit margins of 42%. Microsoft spends \$1.6 billion annually on advertising, almost twice as much as Apple, to help get its message across. While Microsoft has been under fire, as Apple rocketed past it in market value and coolness factor, consumers still favor [Bill Gates](#)' baby. Microsoft ranked first in a global survey of brands on perception done for Forbes by consulting firms Landor Associates and Penn Schoen Berland. The study measured 130 brands on attributes such as innovation and quality and Microsoft scored highly on "invests in customers" and "addresses my unique needs."

“In an industry that transforms itself every year, Microsoft has been a leader for decades,” says Mann. Apple surprisingly only ranked 11th on consumer perception among the top 100 brands, but its huge edge in brand value kept it ranked as the most powerful.

In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

We started with a universe of more than 200 global brands to determine the most powerful. We required brands to have more than a token presence in the U.S., which eliminated some big brands like Spanish retailer Zara and telecom firm China Mobile. Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value.

We then turned to Landor and PSB to survey 2,000 global consumers on 130 brand names that Forbes valued at more than \$2.5 billion. The firms gauged consumer perceptions of the brands on a dozen attributes. Forbes combined the brand values with the consumer study to determine our power list, overweighting the former (click [here](#) for a detailed methodology).

The Coca-Cola brand ranked No. 3 overall with a value of \$50 billion and a rank of 29 among consumers. The company sold 26.7 billion cases of soda worldwide last year, with the Coca-Cola brand accounting for half of that. Sales for the soda category have declined seven straight years in the U.S., but Coca-Cola is still the best-selling brand and a force globally. Retail sales for the brand topped \$1 billion in 18 different countries in 2011.

Technology brands dominate the top 100 with 24 making the cut. Tech giants secured the three slots after Coca-Cola with No. 4 IBM (brand value: \$48.5 billion), No. 5 Google (\$37.6 billion) and No. 6 Intel (\$32.3 billion).

Upstart tech brand, Facebook, is worth \$13.1 billion, which is 36th highest among all brands, but the social media site was crushed in the survey by Landor and PSB. Consumers dinged Facebook on the trust and transparency attributes, as well as on understanding and caring about customers. Clearly, privacy concerns remain a hot-button topic among Facebook's roughly one billion users. The brand ranked No. 99 with consumers among the top 100 with only Verizon faring worse. The poor consumer ratings knocked Facebook down to No. 73 overall on the power brands list.

Facebook made the top 100, but other valuable brands like Marlboro (\$15.3 billion), JPMorgan (\$13 billion) and Goldman Sachs (\$8 billion) failed to make the final cut, as a result of poor consumer scores. These three brands all ranked among the bottom five of the 130 surveyed by Landor and PSB.

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft.

“Consumers, especially Americans, trust, and find comfort in their food brands,” says Mann. The maker of Cheerios and Wheaties scored highly on attributes like “makes communities a better place” and “cares about the issues that matter to me.”

[In Pictures: The World's Most Powerful Brands](#)

[Full Coverage: The World's Most Powerful Brands](#)

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Brian Caulfield, Forbes Staff

Covering the intersection of new things and mass markets.

TECH | 5/09/2011 @ 6:10AM | 12,220 views

Apple Blasts Past Google To Become World's Most Valuable Brand

[Apple](#) is now the most valuable brand in the world.

The value of the Cupertino, California-based company's brand grew 84% to \$153.3 billion, according to WPP, bumping search engine [Google](#) out of the top spot on the advertising and marketing company's list of most valuable brands after a four-year run.

The value of Apple's brand has grown 859% since 2006, according to WPP, thanks to the success of new products such as Apple's iPhone smartphones and iPad tablet computers.



Image via CrunchBase

Tech brands comprise one-third of the 100 most valuable brands on the sixth annual "BrandZ Top 100 Most Valuable Global Brands" study, released Monday.

Six of the top ten most valuable brands were technology or telecommunications companies, including Apple, Google, IBM, [Microsoft](#), AT&T, and China Mobile, according to WPP.

Google, number two on the list, saw the value of its brand fall 2% to 111.5 billion.

The value of [Amazon.com](#)'s brand rose 37% to place it 14th on the list, passing Walmart to become the most valuable retail brand.

Facebook made the list for the first time. WPP figures the social network's brand is worth \$19.1 billion.

This article is available online at:

<http://www.forbes.com/sites/briancaulfield/2011/05/09/apple-blasts-past-google-to-become-worlds-most-valuable-brand/>

EXHIBIT 3

The Harris Poll Names 2016 Brands of the Year

Technology Brands Experience Fast Jump in Brand Equity; Financial Institutions Continue Slow March Toward Brand Equity Improvement

Netflix, Toyota, Fidelity Investments, Apple, Subway, The Home Depot, Delta Airlines, Hilton Hotels and More Take Top Brand Honors

Nintendo 3DS/3DS XL and Zillow.com Show Significant Brand Equity Increases

NEW YORK, April 20, 2016 – The Harris Poll® today released its 28th annual EquiTrend Study, revealing the strongest brands in nearly 100 categories across the media, travel, financial, automotive, entertainment, retail, restaurants and household industries, based on consumer response.

Measuring brands' health over time, the EquiTrend Brand Equity Index is comprised of three factors -- Familiarity, Quality and Purchase Consideration -- that result in a brand equity rating for each brand. Brands ranking highest in equity receive the Harris Poll EquiTrend® "Brand of the Year" award for their respective categories. This year, more than 97,000 U.S. consumers assessed more than 3,800 brands across nearly 500 categories. The complete list of Harris Poll EquiTrend Brands of the Year can be found at: www.theharrispoll.com/business/2016-Brands-of-the-Year.html (<http://www.theharrispoll.com/business/2016-Brands-of-the-Year.html>). Additional information can be found at: www.theharrispoll.com/equitrend-information (<http://www.theharrispoll.com/equitrend-information>).

"Consumers form impressions of brands long before they ever use them, based on their perceptions and what they may know from trusted sources," said Joan Sinopoli, vice president of brand solutions at Nielsen, which owns The Harris Poll. "This high level equity is the gateway to eventual purchase; it also helps to protect brands from the consequences of an occasional misstep. The strength of a company's brand equity can have direct business and financial outcomes."

The Harris Poll EquiTrend Brand Equity Index has been academically vetted^[1] twice, showing that strong brand equity is associated with strong financial performance, even during a financial downturn, such as experienced in 2007-2010.

The Biggest Gainers: Technology Brands on a Fast Rise

According to the Harris Poll study, 13 Brands of the Year have increased their equity rating by more than six percent since 2014, a significant increase given the tendency for equity to resist rapid movement. Of the 13 equity risers, six are technology-related brands. Nintendo 3DS/3DS XL demonstrates the largest brand equity increase (+16%) over a three-year period. Other rapid equity movers include Samsung Galaxy Gear Watch, Netflix, YouTube, Sony Home Electronics and Zillow.com. Since last year, Nintendo 3DS/3DS XL (+8%) and Zillow (+6%) show the largest equity increases.

"It's no secret that technology has completely permeated our lives, and this is reflected by the range of technology brands experiencing unusually rapid increases in equity," said Sinopoli. "We watch, we wear, we listen, we play, and we connect, using multiple devices to do so. We're even shopping for real estate online. As U.S. consumers continue to conduct daily activities via technology, we can expect technology brands delivering on their brand promises to make equity gains."

Rapid Risers: Top 13 Brands of the Year with Largest Equity Increases

2014-2016

(Increases of 7 – 16 percent)

Brand	Category
1. Nintendo 3DS/3DS XL	Gaming Console

2. Moe's Southwest Grill	Fast Casual Mexican Restaurant
3. Samsung Galaxy Gear Smartwatch	Smartwatch
4. The Vanguard Group	Investment Management
5. Netflix	Video Streaming Subscription
6. Capital One	Super Regional Bank[2]
7. YouTube	Social Networking Site
8. Lexus Vehicles	Luxury Automotive
9. Sony Home Electronics	Home Electronics
10. Zillow.com	Online Home Search
11. KILZ	Paint
12. Dyson	Vacuum Cleaner
13. Macy's Department Store	Department Store

Source: The Harris Poll EquiTrend® Study

Consumers Invest in Top Brands At Home

According to the 2016 Harris Poll EquiTrend research, non-technology brands on the rapid equity risers list show consumers' willingness to invest in brands to improve their homes.

"It's a cautious recovery, but consumers are paying more attention to brands that help them invest in comfortable, well-maintained homes," said Sinopoli. "Dyson and Kilz have topped their respective categories for years, and they continue to deliver on the expectation of quality they have built over time."

Financial Institutions March Slowly Toward Improved Brand Equity

The Harris Poll study indicates that consumers' memories of the 2008 financial crisis may be receding; overall, financial institutions continue their slow march toward improved brand equity. However, brand equity for some financial service providers are increasing more quickly than others. The Vanguard Group, recognized by many consumers as a 401(k) provider, has increased its brand equity by 12 percent since 2014. Capital One increased its brand equity by 10 percent since 2014, likely helped by heavy promotion of its credit card business.

"Our research, across multiple brand studies, shows that when considering investment firms, those providing 401(k) services tend to have the strongest brand equity, likely because they are associated with a very well-defined consumer benefit, versus firms associated with the banking/mortgage crisis," said Sinopoli.

Methodology

The 2016 Harris Poll EquiTrend Study is based on a sample of 97,120 U.S. consumers ages 15 and over surveyed online, in English, between December 22, 2015 and February 1, 2016. The survey took an average of 30 minutes to complete. The total number of brands rated was 3,837. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 1,000 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex,

education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

The Brand Equity Index is the keystone to the EquiTrend program, providing an understanding of a brand's overall strength. A brand's Equity is determined by a calculation of Familiarity, Quality and Purchase Consideration. Brand of the Year is determined by a simple ranking of brands.

These statements conform to the principles of disclosure of the National Council on Public Polls.

About The Harris Poll

Over the last five decades, Harris Polls have become media staples. With comprehensive experience and precise technique in public opinion polling, along with a proven track record of uncovering consumers' motivations and behaviors, The Harris Poll has gained strong brand recognition around the world. The Harris Poll offers a diverse portfolio of proprietary client solutions to transform relevant insights into actionable foresight for a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer packaged goods. Nielsen acquired Harris Interactive, Inc. (which operates The Harris Poll) in 2014. [Contact \(mailto:ConsumerInsightsNAInfo@nielsen.com?subject=Information%20Request\)](mailto:ConsumerInsightsNAInfo@nielsen.com?subject=Information%20Request) us for more information.

Harris Poll EquiTrend study results disclosed in this release may not be used for advertising, marketing or promotional purposes without the prior written consent of Harris Poll. All third party trademarks are the property of their respective owners. Use of such trademarks does not constitute or imply any sponsorship or endorsement.

The 2016 Harris Poll EquiTrend Brands of the Year

Industry	Award Category	Brand
Automotive	Full Line Automotive	Toyota Vehicles
Automotive	Luxury Automotive	Lexus Vehicles
Automotive	Motorcycle	Harley-Davidson Motorcycles
Automotive	Auto Service Center	Discount Tire
Automotive	Car Audio	Bose In-Vehicle Audio
Automotive	Motor Oil	Pennzoil Motor Oil
Automotive	OEM Branded Infotainment	Chevy MyLink
Automotive	Online Auto Shopping	Kelley Blue Book (KBB.com)
Automotive	Tire	Michelin Tires
Entertainment/Recreation	Movie Theater	Regal Cinemas
Entertainment/Recreation	Sports League	NFL (National Football League)
Financial Services/Insurance	Discount Brokerage	Fidelity Investments Financial Services
Financial Services/Insurance	Investment	The Vanguard Group
Financial Services/Insurance	Mobile Payment	PayPal

Financial Services/Insurance	National Bank	CHASE Bank
Financial Services/Insurance	Payment Card	Visa
Financial Services/Insurance	Super Regional Bank	Capital One
Financial Services/Insurance	Tax Preparation	TurboTax
Financial Services/Insurance	Auto Insurance	AAA Auto Insurance
Financial Services/Insurance	Health Insurance	Blue Cross and Blue Shield
Financial Services/Insurance	Home Insurance	State Farm Home Insurance
Financial Services/Insurance	Life Insurance	State Farm Life Insurance
Household	Computer Manufacturer	Apple Computers
Household	Delivered Gifts	Edible Arrangements
Household	Digital Cameras	Canon Digital Cameras
Household	Gaming Console	Nintendo 3DS/3DS XL
Household	Home Electronics	Sony Home Electronics
Household	Media Streaming Device	Google Chromecast
Household	Mobile Operating System	Apple iOS
Household	Operating System	Apple OS X
Household	Printing & Imaging	HP Printing & Imaging
Household	Smartphones	Apple iPhone Series Smartphones
Household	Smartwatch	Samsung Galaxy Gear Smartwatch
Household	Tablet Computer	Apple iPad Series Tablets
Household	Wearable Fitness Tech	Fitbit Fitness Trackers
Household	Major Appliance	KitchenAid Appliances
Household	Power Tool	Craftsman Tools
Household	Single Serve Coffee Maker	Keurig Single Serve Coffee Maker
Household	Small Kitchen Appliance	KitchenAid Small Appliances
Household	Vacuum Cleaner	Dyson Vacuum
Household	Cookware	KitchenAid Cookware
Household	Greeting Card	Hallmark Greeting Cards

Household	Paint	KILZ
Household	Window Covering	Hunter Douglas Blinds & Shades
Household	Moving Truck	U-Haul Moving Truck Rental
Household	Online Home Search	Zillow.com
Household	Online Job Search	Indeed.com
Household	Package Delivery	UPS (United Parcel Service)
Household	Real Estate Agency	Real Living Real Estate
Household	Wireless Carrier	Verizon Mobile Network
Media	Health Information Website	WebMD
Media	News Service	Google News
Media	Social Networking Site	YouTube
Media	Internet Radio Service	Pandora Internet Radio
Media	Factual Entertainment TV	History Channel
Media	General Entertainment TV	AMC Television Network (American Movie Classics)
Media	Kids' TV	Discovery Family Channel
Media	Music TV	Great American Country (GAC)
Media	Pay Cable TV Network	HBO Television Network
Media	Sports TV	ESPN Television Network
Media	TV Network	ABC Television Network [TIED]
Media	TV Network	CBS Television Network [TIED]
Media	TV News	The Weather Channel
Media	TV Service Providers	Google Fiber
Media	Video Streaming Subscription	Netflix
Non-Profit	Animal Welfare Non-Profit	Best Friends Animal Society
Non-Profit	Disability Non-Profit	Special Olympics
Non-Profit	Disabled Veterans Association	Wounded Warrior Project
Non-Profit	Environmental Non-Profit	Wildlife Conservation Society

Non-Profit	Health Non-Profit	St. Jude Children's Research Hospital
Non-Profit	International Aid Non-Profit	Food For The Poor
Non-Profit	Social Services Non-Profit	Habitat for Humanity
Non-Profit	Youth Non-Profit	Girl Scouts of the USA
Restaurants	Burger Restaurant	In-N-Out Burger
Restaurants	Casual Dining Restaurant	IHOP (International House of Pancakes)
Restaurants	Chicken Restaurant	Chick-fil-A
Restaurants	Coffee & Quick Service Restaurant	Dunkin' Donuts Stores
Restaurants	Fast Casual Mexican Restaurant	Moe's Southwest Grill
Restaurants	Italian Dining Restaurant	Olive Garden Italian Restaurants
Restaurants	Pizza Chain	Pizza Hut
Restaurants	Sandwich Shop	Subway
Retail	Department Store	Macy's Department Store
Retail	Discount Shoes Store	DSW Shoes
Retail	Electronics Store	Best Buy Stores
Retail	Hardware & Home Store	The Home Depot
Retail	Luxury Department Store	Nordstrom Department Store
Retail	Off-Price Retailer	TJ Maxx Stores
Retail	Online Computer Retailer	Apple.com Online Electronics Retailer
Retail	Online Department Store	Kohls.com Online Department Store
Retail	Sporting Goods Store	Cabela's
Travel	Full Service Airline	Delta Air Lines
Travel	Value Airline	Southwest Airlines
Travel	Economy Hotel	Microtel Inn & Suites
Travel	Extended Stay Hotel	Homewood Suites by Hilton
Travel	Full Service Hotel	Hilton Hotels & Resorts
Travel	Luxury Hotel	W Hotels and Resorts
Travel	Mid-Market Hotel	Hampton Inn & Suites

Travel	Cruise Line	Disney Cruise Line
Travel	Online Travel Service	Expedia.com

[1] The Harris Poll EquiTrend methodology has been validated by academic business experts in the *Journal of Marketing Research* (1994) and *International Journal of Research on Marketing* (2012).

[2] A mid-sized bank that has a significant presence in a geographical region across multiple states.













































EXHIBIT 4

Best Global Brands 2016 Rankings

Filter +



01 +5% 178,119 \$m	02 +11% 133,252 \$m	03 -7% 73,102 \$m	04 +8% 72,795 \$m	05 +9% 53,580 \$m	06 -19% 52,500 \$m	07 +14% 51,808 \$m	08 +33% 50,338 \$m <small>TOP RISER</small>
09 +18% 43,490 \$m	10 +2% 43,130 \$m	11 +12% 41,535 \$m	12 -1% 39,381 \$m	13 +6% 38,790 \$m	14 +4% 36,952 \$m	15 +48% 32,593 \$m <small>TOP RISER</small>	16 +4% 30,948 \$m
17 -3% 26,552 \$m	18 +9% 25,034 \$m	19 +8% 23,998 \$m	20 +2% 22,681 \$m	21 -4% 22,106 \$m	22 +13% 21,293 \$m	23 +3% 20,265 \$m	24 -10% 19,950 \$m
25 -3% 18,358 \$m	26 +8% 17,834 \$m	27 +19% 16,766 \$m	28 +6% 16,134 \$m	29 +4% 15,333 \$m	30 +8% 15,099 \$m	31 +3% 14,227 \$m	32 -6% 13,136 \$m
33 +12% 12,962 \$m	34 +17% 12,833 \$m	35 +11% 12,547 \$m	36 +2% 12,517 \$m	37 +11% 12,033 \$m	38 +14% 11,799 \$m	39 -7% 11,711 \$m	40 -9% 11,436 \$m
41 +4% 11,336 \$m	42 -2% 11,081 \$m	43 +22% 11,066 \$m <small>TOP RISER</small>	44 NEW 11,027 \$m	45 +1% 10,930 \$m	46 +14% 10,579 \$m	47 -10% 10,458 \$m	48 NEW 10,386 \$m
49 +5% 10,276 \$m	50 +18% 9,537 \$m	51 +12% 9,528 \$m	52 +10% 9,415 \$m	53 +6% 9,385 \$m	54 -2% 9,378 \$m	55 +7% 9,197 \$m	56 +1% 8,708 \$m

57	58	59	60	61	62	63	64
							
-1% 8,413 \$m	+8% 8,315 \$m	+13% 8,199 \$m	+16% 7,885 \$m	+13% 7,747 \$m	-2% 7,738 \$m	+21% 7,586 \$m	+20% 7,490 \$m
65	66	67	68	69	70	71	72
							
+2% 7,200 \$m	+4% 6,830 \$m	+25% 6,691 \$m	-1% 6,365 \$m	+12% 6,326 \$m	+2% 6,223 \$m	-9% 5,944 \$m	+18% 5,835 \$m
73	74	75	76	77	78	79	80
							
+5% 5,790 \$m	-9% 5,761 \$m	+2% 5,742 \$m	+3% 5,736 \$m	+6% 5,708 \$m	+11% 5,696 \$m	+9% 5,579 \$m	+1% 5,527 \$m
81	82	83	84	85	86	87	88
							
-12% 5,504 \$m	-9% 5,425 \$m	-9% 5,362 \$m	-12% 5,290 \$m	+1% 5,193 \$m	-4% 5,148 \$m	+6% 5,123 \$m	+18% 4,986 \$m
89	90	91	92	93	94	95	96
							
NEW 4,909 \$m	+14% 4,839 \$m	-8% 4,815 \$m	-17% 4,599 \$m	+1% 4,509 \$m	-9% 4,320 \$m	-5% 4,317 \$m	-4% 4,252 \$m
97	98	99	100				
							
0% 4,118 \$m	-12% 4,092 \$m	-2% 4,045 \$m	NEW 4,011 \$m				

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Interbrand


































Rankings



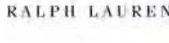










Filter +

01  +43% 170,276 \$m 	02  +12% 120,314 \$m	03  -4% 78,423 \$m	04  +11% 67,670 \$m
05  -10% 65,095 \$m	06  +16% 49,048 \$m	07  0% 45,297 \$m	08  -7% 42,267 \$m
09  -6% 39,809 \$m	10  +29% 37,948 \$m 	11  +9% 37,212 \$m	12  Mercedes-Benz +7% 36,711 \$m
13  +13% 36,514 \$m	14  +4% 35,415 \$m	15  -3% 29,854 \$m	16  +5% 27,283 \$m

17   +16% 23,070 \$m 21	18  -3% 23,056 \$m 22	19  +6% 22,975 \$m 23	 LOUIS VUITTON -1% 22,250 \$m 24
 +5% 22,222 \$m	 -3% 22,218 \$m	 +54% 22,029 \$m 	 +3% 19,622 \$m
25  -3% 18,922 \$m	26  +8% 18,768 \$m	27  +4% 16,541 \$m	28  +8% 15,267 \$m
29  +2% 14,723 \$m	30 ZARA +16% 14,031 \$m	31  +7% 13,943 \$m	32  -3% 13,940 \$m
33 J.P.Morgan +10% 13,749 \$m	34  -6% 12,637 \$m	35  -9% 12,545 \$m	36  +7% 12,257 \$m
37  -11% 11,656 \$m	38  +6% 11,578 \$m	39  +8% 11,293 \$m	40  -4% 11,278 \$m

41 Interbrand  +22% 10,944 \$m 	42 accenture +9% 10,800 \$m	43 L'ORÉAL +6% 10,798 \$m	44  +5% 10,328 \$m
45  +12% 9,784 \$m	46  +9% 9,526 \$m	47  -8% 9,400 \$m	48  +14% 9,254 \$m
49  +19% 9,082 \$m 	50 GUCCI -14% 8,882 \$m	51  +5% 8,632 \$m	52  +7% 8,588 \$m
53 SIEMENS -1% 8,553 \$m	54 Allianz  +10% 8,498 \$m	55  +3% 8,464 \$m	56  +12% 8,055 \$m
57 Cartier +6% 7,924 \$m	58  -5% 7,702 \$m	59  +17% 7,243 \$m 	60 Morgan Stanley +12% 7,083 \$m
61  +15% 6,870 \$m	62  -8% 6,811 \$m	63  -12% 6,583 \$m	64  +6% 6,509 \$m

65   +2% 6,436 \$m 66  +4% 6,222 \$m	66  +6% 6,606 \$m  +13% 6,097 \$m	67  +16% 6,266 \$m  -9% 6,033 \$m	68  +17% 6,257 \$m  -12% 5,976 \$m
73  +5% 5,873 \$m	74  +5% 5,666 \$m	75  -7% 5,639 \$m	76  +17% 5,551 \$m
77  +7% 5,533 \$m	78  -12% 5,530 \$m	79  +14% 5,460 \$m	80  +6% 5,391 \$m
81  -5% 5,365 \$m	82  New 5,362 \$m	83  +2% 5,208 \$m	84  +6% 5,161 \$m
85  +2% 5,133 \$m	86  +16% 5,130 \$m	87  +14% 5,109 \$m	88  +15% 4,952 \$m

89 Interbrand  +14% 93 3,822 \$m	90  -7% 94 3,763 \$m	91  -7% 95 3,629 \$m	  -6% 96 3,540 \$m
 +2% 93 4,456 \$m	 -4% 94 4,407 \$m	 -7% 95 4,330 \$m	 +3% 96 4,270 \$m
97  New 97 4,251 \$m	98  New 98 4,243 \$m	99  New 99 4,131 \$m	100  New 100 4,114 \$m

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Creating and Managing Brand Value™





































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Rankings

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01  +21% 118,863 \$m	02  +15% 107,439 \$m	03  +3% 81,563 \$m	04  -8% 72,244 \$m	05  +3% 61,154 \$m	06  -3% 45,480 \$m	07  +15% 45,462 \$m	08  +20% 42,392 \$m
09  +1% 42,254 \$m	10  Mercedes-Benz +8% 34,338 \$m	11  +7% 34,214 \$m	12  -8% 34,153 \$m	13  +14% 32,223 \$m	14  +6% 30,936 \$m	15  +25% 29,478 \$m 	
16  +8% 25,980 \$m	17  -8% 23,758 \$m	18  -9% 22,845 \$m	19  -9% 22,552 \$m	20  +17% 21,673 \$m	21  +16% 21,083 \$m		
22	23	24	25	26	27	28	30

+16% 19,876 \$m 	+11% 19,510 \$m 	+7% 19,119 \$m 	+4% 17,340 \$m 	+15% 15,885 \$m 	+5% 14,470 \$m 	+9% 14,358 \$m 	+8% 14,078 \$m 
29	31		32		33	34	35
							
+86% 14,349 \$m 	+23% 13,716 \$m 		+4% 13,442 \$m 		+8% 13,142 \$m 	+3% 13,024 \$m 	+9% 12,456 \$m
40	41	42	43	44	45		46
							
+16% 10,409 \$m 	+2% 10,385 \$m 	+5% 10,264 \$m 	+3% 10,162 \$m 	+4% 9,882 \$m 	+18% 8,977 \$m 		+18% 8,977 \$m
47	48	49	50	51	52		53
							54
+3% 8,758 \$m 	+10% 8,737 \$m 	+2% 8,672 \$m 	+5% 8,215 \$m 	+3% 8,205 \$m 	+27% 9,831 \$m 		55
53	54	55	56		57	58	59
							
+14% 8,120 \$m 	+6% 8,000 \$m 	+15% 7,702 \$m 			-8% 7,472 \$m 	+8% 7,449 \$m 	-2% 7,378 \$m
60	61	62			63	64	65


 +11% 7,171 \$m	 -4% 6,812 \$m	 -2% 6,641 \$m	 +23% 7,623 \$m	 +11% 6,334 \$m	Morgan Stanley +8% 6,303 \$m	 +14% 6,288 \$m
66  +14% 6,177 \$m	67  +7% 6,143 \$m	68  -2% 6,059 \$m	69  +10% 5,998 \$m	70  +7% 5,977 \$m	71  +9% 5,936 \$m	72  -3% 5,646 \$m
73  +8% 5,594 \$m	74  +15% 5,396 \$m	75  +16% 5,382 \$m	76  +22% 5,382 \$m	77  +9% 5,333 \$m	78  +9% 5,194 \$m	79  +5% 5,124 \$m
80  +2% 5,102 \$m	81  NEW 5,084 \$m	82  +10% 5,036 \$m	83  +9% 4,979 \$m	84  +6% 4,935 \$m	85  +5% 4,884 \$m	86  +2% 4,842 \$m
87  +13% 4,772 \$m	88  +13% 4,758 \$m	89  +5% 4,643 \$m	90  +8% 4,609 \$m	91  NEW 4,473 \$m	92  NEW 4,414 \$m	93  +3% 4,387 \$m
94  NEW 4,313 \$m	95  -3% 4,221 \$m	96  -2% 4,196 \$m	97  NEW 4,143 \$m	98  -44% 4,138 \$m	99  +5% 4,122 \$m	100  -33% 4,103 \$m



Best Global Brands

Interbrand's Best Global Brands is the definitive list of the world's most valuable brands. Find out the world's top 100 brands and the leadership strategies here.




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The Top 100 List View



Click headers to sort table.

2013 Rank	Brand	Brand Value (\$m)
1		98,316
2		93,291
3		79,213

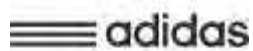
4		78,808
5		59,546
6		46,947
7		41,992
8		39,610
9		37,257
10		35,346
11		31,904
12		31,839
13		29,053
14		28,147
15		25,843
16		25,105

17	LOUIS VUITTON	24,893
18	ORACLE	24,088
19	amazon	23,620
20	HONDA	18,490
21	H&M	18,168
22	pepsi	17,892
23	AMERICAN EXPRESS	17,646
24		17,085
25	SAP	16,676
26	IKEA	13,818
27	ups	13,763
28	ebay	13,162
29		13,035

		
30	<i>Kellogg's</i>	12,987
31	<i>Budweiser</i>	12,614
32	HSBC 	12,183
33	J.P.Morgan	11,456
34		11,120
35	Canon	10,989
36	Z A R A	10,821
37		10,651
38	G U C C I	10,151
39	L'ORÉAL PARIS	9,874
40	PHILIPS	9,813
41		9,471

42		9,181
43		9,004
44		8,536
45		8,503
46		8,408
47		8,103
48		7,973
49		7,968
50		7,833
51		7,767
52		7,732
53		7,648
54		7,616

55



7,535

56



7,527

57



7,444

58



7,125

59



7,096

60



6,897

61



6,845

62



6,779

63



6,710

64



6,471

65



6,203

66









6,192








67



6,086

68	Panasonic	5,821
69		5,811
70		5,756
71	Morgan Stanley	5,724
72	PRADA	5,570
73		5,535
74	VISA	5,465
75	TIFFANY & CO.	5,440
76	3M	5,413
77	BURBERRY	5,189
78		4,980
79		4,899
80		4,865

81		4,777
82		4,745
83		4,708
84		4,660
85		4,645
86		4,642
87		4,610
88		4,584
89		4,578
90		4,428
91		4,399
92		4,331
93		4,276

94		4,269
95		4,262
96		4,230
97		4,206
98		4,013
99		3,943
100		3,920

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Interbrand's 2012 Best Global Brands report, including detailed sector analyses, is available in full on interbrand.com and bestglobalbrands.com. The Best Global Brands website also includes in-depth CMO interviews and interactive charts & graphs.

Interbrand's 2012 Best Global Brands

2012 RANK	2011 RANK	BRAND	SECTOR	2012 BRAND VALUE \$m	% CHANGE (Brand Value)
1	1	Coca-Cola	Beverages	77,839	8%
2	8	Apple	Technology	76,568	129%
3	2	IBM	Business Services	75,532	8%
4	4	Google	Technology	69,726	26%
5	3	Microsoft	Technology	57,853	-2%
6	5	GE	Diversified	43,682	2%
7	6	McDonald's	Restaurants	40,062	13%
8	7	Intel	Technology	39,385	12%
9	17	Samsung	Technology	32,893	40%
10	11	Toyota	Automotive	30,280	9%
11	12	Mercedes-Benz	Automotive	30,097	10%
12	15	BMW	Automotive	29,052	18%
13	9	Disney	Media	27,438	-5%
14	13	Cisco	Business Services	27,197	7%
15	10	HP	Technology	26,087	-8%
16	16	Gillette	FMCG	24,898	4%
17	18	Louis Vuitton	Luxury	23,577	2%
18	20	Oracle	Business Services	22,126	28%
19	14	Nokia	Electronics	21,009	-16%
20	26	Amazon	Internet Services	18,625	46%
21	19	Honda	Automotive	17,280	-11%
22	22	Pepsi	Beverages	16,594	14%
23	21	H&M	Apparel	16,571	1%
24	23	American Express	Financial Services	15,702	8%
25	24	SAP	Business Services	15,641	8%
26	25	Nike	Sporting Goods	15,126	4%
27	27	UPS	Transportation	13,088	4%
28	31	IKEA	Home Furnishings	12,808	8%
29	34	Kellogg's	FMCG	12,068	6%
30	33	Canon	Electronics	12,029	3%
31	29	Budweiser	Alcohol	11,872	-3%
32	28	J.P. Morgan	Financial Services	11,471	-8%
33	32	HSBC	Financial Services	11,378	-4%
34	N/A	Pampers	FMCG	11,296	NEW
35	30	Nescafé	Beverages	11,089	-8%
36	36	eBay	Internet Services	10,947	12%
37	44	Zara	Apparel	9,488	18%
38	39	Gucci	Luxury	9,446	8%
39	47	Volkswagen	Automotive	9,252	18%
40	35	Sony	Electronics	9,111	-8%
41	41	Philips	Electronics	9,066	5%
42	40	L'Oréal	FMCG	8,821	1%
43	45	Accenture	Business Services	8,745	9%
44	37	Thomson Reuters	Business Services	8,444	-11%
45	50	Ford	Automotive	7,958	6%

46	49	Heinz	FMCG	7,722	1%
47	51	Colgate	FMCG	7,643	7%
48	38	Goldman Sachs	Financial Services	7,599	-16%
49	43	Dell	Technology	7,591	-9%
50	42	Citi	Financial Services	7,570	-12%
51	46	Siemens	Diversified	7,534	-5%
52	52	Danone	FMCG	7,498	8%
53	61	Hyundai	Automotive	7,473	24%
54	54	Morgan Stanley	Financial Services	7,218	9%
55	59	Audi	Automotive	7,196	17%
56	48	Nintendo	Electronics	7,082	-8%
57	55	Nestlé	FMCG	6,916	5%
58	53	AXA	Financial Services	6,748	1%
59	57	Xerox	Technology	6,714	5%
60	60	adidas	Sporting Goods	6,699	9%
61	64	Caterpillar	Diversified	6,306	13%
62	67	Allianz	Financial Services	6,184	16%
63	66	Hermès	Luxury	6,182	15%
64	62	KFC	Restaurants	5,994	2%
65	69	Panasonic	Electronics	5,765	14%
66	63	Sprite	Beverages	5,709	2%
67	58	MTV	Media	5,648	-12%
68	70	Cartier	Luxury	5,495	15%
69	N/A	Facebook	Internet Services	5,421	NEW
70	73	Tiffany & Co.	Luxury	5,159	15%
71	65	Avon	FMCG	5,151	-4%
72	72	Porsche	Automotive	5,149	12%
73	90	Nissan	Automotive	4,969	30%
74	75	Visa	Financial Services	4,944	10%
75	74	Shell	Energy	4,788	7%
76	68	Santander	Financial Services	4,771	-6%
77	85	3M	Diversified	4,656	18%
78	80	Adobe	Technology	4,557	9%
79	83	Johnson & Johnson	FMCG	4,378	8%
80	71	Kleenex	FMCG	4,360	-7%
81	78	Jack Daniel's	Alcohol	4,352	1%
82	95	Burberry	Luxury	4,342	16%
83	88	Johnnie Walker	Alcohol	4,301	12%
84	N/A	Prada	Luxury	4,271	NEW
85	97	John Deere	Diversified	4,221	16%
86	81	Pizza Hut	Restaurants	4,193	2%
87	N/A	Kia	Automotive	4,089	NEW
88	96	Starbucks	Restaurants	4,062	11%
89	86	Corona	Alcohol	4,061	3%
90	89	Smirnoff	Alcohol	4,050	5%
91	N/A	Ralph Lauren	Apparel	4,038	NEW
92	91	Heineken	Alcohol	3,939	3%
93	56	BlackBerry	Electronics	3,922	-39%
94	N/A	MasterCard	Financial Services	3,896	NEW
95	82	Credit Suisse	Financial Services	3,866	-5%
96	100	Harley-Davidson	Automotive	3,857	10%
97	76	Yahoo!	Internet Services	3,851	-13%
98	77	Moët & Chandon	Alcohol	3,824	-13%
99	99	Ferrari	Automotive	3,770	5%
100	84	Gap	Apparel	3,731	-8%

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2005 ranking
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2003 ranking
2002 ranking
2001 ranking






























PRESS & MEDIA































Karen Burke
Global Chief






























2011 Ranking of the Top 100 Brands

Print

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	71,861	2%
+	2	2		United States	Business Services	69,905	8%
+	3	3		United States	Computer Software	59,087	-3%
+	4	4		United States	Internet Services	55,317	27%
+	5	5		United States	Diversified	42,808	0%
+	6	6		United States	Restaurants	35,593	6%
+	7	7		United States	Electronics	35,217	10%
+	8	17		United States	Electronics	33,492	58%
+	9	9		United States	Media	29,018	1%
+	10	10		United States	Electronics	28,479	6%
+	11	11		Japan	Automotive	27,764	6%
+	12	12		Germany	Automotive	27,445	9%
+	13	14		United States	Business Services	25,309	9%
+	14	8		Finland	Electronics	25,071	-15%
+	15	15		Germany	Automotive	24,554	10%
+	16	13		United States	FMCG	23,997	3%
+	17	19		South Korea	Electronics	23,430	20%
+	18	16		France	Luxury	23,172	6%
+	19	20		Japan	Automotive	19,431	5%
+	20	22		United States	Business Services	17,262	16%
+	21	21		Sweden	Apparel	16,459	2%
+	22	23		United States	Beverages	14,590	4%
+	23	24		United States	Financial Services	14,572	5%
+	24	26		Germany	Business Services	14,542	14%
+	25	25		United States	Sporting Goods	14,528	6%
+	26	36		United States	Internet Services	12,758	32%

<p>Communications Officer + 1 212 798-7646</p> <p>Lindsay Beltzer Global Public Relations Associate + 1 212 798-7786</p> <p>BGB BADGE</p> <p>Are you a Best Global Brand? Contact Jessica McHie for the BGB badge and guidelines for usage.</p> <div><p>TOP 100 BEST GLOBAL BRAND 2011</p><p>Interbrand</p></div>	<div><div></div><div>Rank</div></div>	<div><div></div><div>Previous Rank</div></div>	<div><div></div><div>Brand</div></div>	<div><div></div><div>Region/Country</div></div>	<div><div></div><div>Sector</div></div>	<div><div></div><div>Brand Value (\$m)</div></div>	<div><div></div><div>Change in Brand Value</div></div>
	<div><div></div><div>27</div></div>	<div><div></div><div>31</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>Transportation</div></div>	<div><div></div><div>12,536</div></div>	<div><div></div><div>6%</div></div>
	<div><div></div><div>28</div></div>	<div><div></div><div>29</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>Financial Services</div></div>	<div><div></div><div>12,437</div></div>	<div><div></div><div>1%</div></div>
	<div><div></div><div>29</div></div>	<div><div></div><div>30</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>Alcohol</div></div>	<div><div></div><div>12,252</div></div>	<div><div></div><div>0%</div></div>
	<div><div></div><div>30</div></div>	<div><div></div><div>27</div></div>	<div><div></div></div>	<div><div></div><div>Switzerland</div></div>	<div><div></div><div>Beverages</div></div>	<div><div></div><div>12,115</div></div>	<div><div></div><div>-5%</div></div>
	<div><div></div><div>31</div></div>	<div><div></div><div>28</div></div>	<div><div></div></div>	<div><div></div><div>Sweden</div></div>	<div><div></div><div>Home Furnishings</div></div>	<div><div></div><div>11,863</div></div>	<div><div></div><div>-5%</div></div>
	<div><div></div><div>32</div></div>	<div><div></div><div>32</div></div>	<div><div></div></div>	<div><div></div><div>United Kingdom</div></div>	<div><div></div><div>Financial Services</div></div>	<div><div></div><div>11,792</div></div>	<div><div></div><div>2%</div></div>
	<div><div></div><div>33</div></div>	<div><div></div><div>33</div></div>	<div><div></div></div>	<div><div></div><div>Japan</div></div>	<div><div></div><div>Electronics</div></div>	<div><div></div><div>11,715</div></div>	<div><div></div><div>2%</div></div>
	<div><div></div><div>34</div></div>	<div><div></div><div>35</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>FMCG</div></div>	<div><div></div><div>11,372</div></div>	<div><div></div><div>3%</div></div>
	<div><div></div><div>35</div></div>	<div><div></div><div>34</div></div>	<div><div></div></div>	<div><div></div><div>Japan</div></div>	<div><div></div><div>Electronics</div></div>	<div><div></div><div>9,880</div></div>	<div><div></div><div>-13%</div></div>
<p>BEST GLOBAL GREEN BRANDS</p> <p>Which brands lead when it comes to the environment. Find out in our Best Global Green Brands report.</p> <div><p>BEST GLOBAL GREEN BRANDS</p><p>Interbrand</p></div>	<div><div></div><div>36</div></div>	<div><div></div><div>43</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>Internet Services</div></div>	<div><div></div><div>9,805</div></div>	<div><div></div><div>16%</div></div>
	<div><div></div><div>37</div></div>	<div><div></div><div>39</div></div>	<div><div></div></div>	<div><div></div><div>Canada</div></div>	<div><div></div><div>Media</div></div>	<div><div></div><div>9,515</div></div>	<div><div></div><div>6%</div></div>
	<div><div></div><div>38</div></div>	<div><div></div><div>37</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>Financial Services</div></div>	<div><div></div><div>9,091</div></div>	<div><div></div><div>-3%</div></div>
	<div><div></div><div>39</div></div>	<div><div></div><div>44</div></div>	<div><div></div></div>	<div><div></div><div>Italy</div></div>	<div><div></div><div>Luxury</div></div>	<div><div></div><div>8,763</div></div>	<div><div></div><div>5%</div></div>
	<div><div></div><div>40</div></div>	<div><div></div><div>45</div></div>	<div><div></div></div>	<div><div></div><div>France</div></div>	<div><div></div><div>FMCG</div></div>	<div><div></div><div>8,699</div></div>	<div><div></div><div>9%</div></div>
	<div><div></div><div>41</div></div>	<div><div></div><div>42</div></div>	<div><div></div></div>	<div><div></div><div>Netherlands</div></div>	<div><div></div><div>Electronics</div></div>	<div><div></div><div>8,658</div></div>	<div><div></div><div>0%</div></div>
	<div><div></div><div>42</div></div>	<div><div></div><div>40</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>Financial Services</div></div>	<div><div></div><div>8,620</div></div>	<div><div></div><div>-3%</div></div>
	<div><div></div><div>43</div></div>	<div><div></div><div>41</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>Electronics</div></div>	<div><div></div><div>8,347</div></div>	<div><div></div><div>-6%</div></div>
	<div><div></div><div>44</div></div>	<div><div></div><div>48</div></div>	<div><div></div></div>	<div><div></div><div>Spain</div></div>	<div><div></div><div>Apparel</div></div>	<div><div></div><div>8,065</div></div>	<div><div></div><div>8%</div></div>
	<div><div></div><div>45</div></div>	<div><div></div><div>47</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>Business Services</div></div>	<div><div></div><div>8,005</div></div>	<div><div></div><div>7%</div></div>
	<div><div></div><div>46</div></div>	<div><div></div><div>49</div></div>	<div><div></div></div>	<div><div></div><div>Germany</div></div>	<div><div></div><div>Diversified</div></div>	<div><div></div><div>7,900</div></div>	<div><div></div><div>8%</div></div>
	<div><div></div><div>47</div></div>	<div><div></div><div>53</div></div>	<div><div></div></div>	<div><div></div><div>Germany</div></div>	<div><div></div><div>Automotive</div></div>	<div><div></div><div>7,857</div></div>	<div><div></div><div>14%</div></div>
	<div><div></div><div>48</div></div>	<div><div></div><div>38</div></div>	<div><div></div></div>	<div><div></div><div>Japan</div></div>	<div><div></div><div>Electronics</div></div>	<div><div></div><div>7,731</div></div>	<div><div></div><div>-14%</div></div>
	<div><div></div><div>49</div></div>	<div><div></div><div>46</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>FMCG</div></div>	<div><div></div><div>7,609</div></div>	<div><div></div><div>1%</div></div>
	<div><div></div><div>50</div></div>	<div><div></div><div>50</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>Automotive</div></div>	<div><div></div><div>7,483</div></div>	<div><div></div><div>4%</div></div>
	<div><div></div><div>51</div></div>	<div><div></div><div>51</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>FMCG</div></div>	<div><div></div><div>7,127</div></div>	<div><div></div><div>3%</div></div>
	<div><div></div><div>52</div></div>	<div><div></div><div>58</div></div>	<div><div></div></div>	<div><div></div><div>France</div></div>	<div><div></div><div>FMCG</div></div>	<div><div></div><div>6,936</div></div>	<div><div></div><div>9%</div></div>
	<div><div></div><div>53</div></div>	<div><div></div><div>56</div></div>	<div><div></div></div>	<div><div></div><div>France</div></div>	<div><div></div><div>Financial Services</div></div>	<div><div></div><div>6,694</div></div>	<div><div></div><div>0%</div></div>
	<div><div></div><div>54</div></div>	<div><div></div><div>52</div></div>	<div><div></div></div>	<div><div></div><div>United States</div></div>	<div><div></div><div>Financial Services</div></div>	<div><div></div><div>6,634</div></div>	<div><div></div><div>-4%</div></div>
	<div><div></div><div>55</div></div>	<div><div></div><div>57</div></div>	<div><div></div></div>	<div><div></div><div>Switzerland</div></div>	<div><div></div><div>FMCG</div></div>	<div><div></div><div>6,613</div></div>	<div><div></div><div>1%</div></div>
	<div><div></div><div>56</div></div>	<div><div></div><div>54</div></div>	<div><div></div></div>	<div><div></div><div>Canada</div></div>	<div><div></div><div>Electronics</div></div>	<div><div></div><div>6,424</div></div>	<div><div></div><div>-5%</div></div>

+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value	ABOUT US Interbrand Interbrand Companies InterbrandHealth Interbrand Design Forum BrandWizard Interbrand Foundation OUR WORK By Client By Discipline Analytics Brand Strategy Brand Valuation Corporate Design Digital Strategy Digital Brand Management Health Internal Brand Engagement Naming Packaging Design Retail Verbal Identity KNOWLEDGE Branding Studies Papers & Articles Blog Books Brandchannel IQ BEST GLOBAL BRANDS 2011 Report 2010 Report Previous Years Methodology Best Global Green Brands NEWS ROOM Press Releases In the News Awards & Recognition OFFICES Our Local Offices Contact Form
+	57	59		United States	Electronics	6,414	5%	
+	58	55		United States	Media	6,383	-5%	
+	59	63		Germany	Automotive	6,171	13%	
+	60	62		Germany	Sporting Goods	6,154	12%	
+	61	65		South Korea	Automotive	6,005	19%	
+	62	60		United States	Restaurants	5,902	1%	
+	63	61		United States	Beverages	5,604	-3%	
+	64	70		United States	Diversified	5,598	19%	
+	65	64		United States	FMCG	5,376	6%	
+	66	69		France	Luxury	5,356	12%	
+	67	67		Germany	Financial Services	5,345	9%	
+	68	68		Spain	Financial Services	5,088	5%	
+	69	73		Japan	Electronics	5,047	16%	
+	70	77		France	Luxury	4,781	18%	
+	71	71		United States	FMCG	4,672	3%	
+	72	72		Germany	Automotive	4,580	4%	
+	73	76		United States	Luxury	4,498	9%	
+	74	81		Netherlands	Energy	4,483	12%	
+	75	82		United States	Financial Services	4,478	12%	
+	76	66		United States	Internet Services	4,413	-11%	
+	77	79		France	Alcohol	4,383	9%	
+	78	78		United States	Alcohol	4,319	7%	
+	79	74		United Kingdom	Financial Services	4,259	1%	
+	80	88		United States	Computer Software	4,170	15%	
+	81	83		United States	Restaurants	4,092	3%	
+	82	80		Switzerland	Financial Services	4,090	2%	
+	83	75		United States	FMCG	4,072	-2%	
+	84	84		United States	Apparel	4,040	2%	
+	85	90		United States	Diversified	3,945	10%	
+	86	85		Mexico	Alcohol	3,924	2%	

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	87	87		Germany	FMCG	3,883	4%
	88	92		United Kingdom	Alcohol	3,842	8%
	89	89		United Kingdom	Alcohol	3,841	6%
	90	NEW		Japan	Automotive	3,819	N/A
	91	93		Netherlands	Alcohol	3,809	8%
	92	86		Switzerland	Financial Services	3,799	0%
	93	95		Italy	Luxury	3,794	10%
	94	94		Switzerland	Financial Services	3,769	8%
	95	100		United Kingdom	Luxury	3,732	20%
	96	97		United States	Restaurants	3,663	10%
	97	NEW		United States	Diversified	3,651	N/A
	98	NEW		Taiwan	Electronics	3,605	N/A
	99	91		Italy	Automotive	3,591	1%
	100	98		United States	Automotive	3,512	7%

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2010 RANKINGS

Print

	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	70,452	2%
+	2	2		United States	Business Services	64,727	7%
+	3	3		United States	Computer Software	60,895	7%
+	4	7		United States	Internet Services	43,557	36%
+	5	4		United States	Diversified	42,808	-10%
+	6	6		United States	Restaurants	33,578	4%
+	7	9		United States	Electronics	32,015	4%
+	8	5		Finland	Electronics	29,495	-15%
+	9	10		United States	Media	28,731	1%
+	10	11		United States	Electronics	26,867	12%
+	11	8		Japan	Automotive	26,192	-16%
+	12	12		Germany	Automotive	25,179	6%
+	13	13		United States	FMCG	23,298	2%
+	14	14		United States	Business Services	23,219	5%
+	15	15		Germany	Automotive	22,322	3%
+	16	16		France	Luxury	21,860	4%
+	17	20		United States	Electronics	21,143	37%
+	18	17		United States	Tobacco	19,961	5%
+	19	19		South Korea	Electronics	19,491	11%
+	20	18		Japan	Automotive	18,506	4%
+	21	21		Sweden	Apparel	16,136	5%
+	22	24		United States	Business Services	14,881	9%
+	23	23		United States	Beverages	14,061	3%

PREVIOUS YEARS

2010 ranking
2009 ranking
2008 ranking
2007 ranking
2006 ranking
2005 ranking
2004 ranking
2003 ranking
2002 ranking
2001 ranking

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


























PRESS & MEDIA

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Lindsay Beltzer
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CHARTS & GRAPHS 24 22				United States	Financial Services	13,944	-7%
TOP RISERS & FALLERS 25 26				United States	Sporting Goods	13,706	4%
27 28				Germany	Business Services	12,756	5%
29 30				Switzerland	Beverages	12,753	-4%
31 32				Sweden	Home Furnishings	12,487	4%
33 34				United States	Financial Services	12,314	29%
INDUSTRY INSIGHTS 30 30				United States	Alcohol	12,252	4%
31 31				United States	Transportation	11,826	2%
32 33				United Kingdom	Financial Services	11,561	10%
34 29				Japan	Electronics	11,485	10%
35 34				Japan	Electronics	11,356	-5%
36 43				United States	FMCG	11,041	6%
37 38				United States	Internet Services	9,665	23%
38 39				United States	Financial Services	9,372	1%
39 40				Japan	Electronics	8,990	-2%
40 36				Canada	Media	8,976	6%
41 35				United States	Financial Services	8,887	-13%
42 42				United States	Electronics	8,880	14%
43 46				Netherlands	Electronics	8,696	7%
44 41				United States	Internet Services	8,453	15%
45 44				Italy	Luxury	8,346	2%
46 48				France	FMCG	7,981	3%
47 45				United States	FMCG	7,534	4%
48 50				United States	Business Services	7,481	-3%
49 47				Spain	Apparel	7,468	10%
50 49				Germany	Diversified	7,315	0%
51 52				United States	Automotive	7,195	3%
52 57				United States	FMCG	6,919	6%
53 55				United States	Financial Services	6,911	8%
				Germany	Automotive	6,892	6%

+	54	63	 BlackBerry	Canada	Electronics	6,762	32%
+	55	54	 MTV	United States	Media	6,719	3%
+	56	53	 AXA	France	Financial Services	6,694	3%
+	57	58	 Nestlé	Switzerland	FMCG	6,548	4%
+	58	60	 DANONE	France	FMCG	6,363	7%
+	59	56	 xerox	United States	Electronics	6,109	-5%
+	60	61	 McDonald's	United States	Restaurants	5,844	2%
+	61	N/A	 Sprite	United States	Beverages	5,777	0%
+	62	62	 adidas	Germany	Sporting Goods	5,495	2%
+	63	65	 Audi	Germany	Automotive	5,461	9%
+	64	67	 AVON	United States	FMCG	5,072	3%
+	65	69	 HYUNDAI	South Korea	Automotive	5,033	9%
+	66	64	 YAHOO!	United States	Internet Services	4,958	-3%
+	67	81	 Allianz	Germany	Financial Services	4,904	28%
+	68	N/A	 Santander	Spain	Financial Services	4,846	0%
+	69	70	 HERMÈS PARIS	France	Luxury	4,782	4%
+	70	66	 CATERPILLAR	United States	Diversified	4,704	-6%
+	71	71	 Kleenex	United States	FMCG	4,536	3%
+	72	74	 Porsche	Germany	Automotive	4,404	4%
+	73	75	 Panasonic	Japan	Electronics	4,351	3%
+	74	N/A	 BARCLAYS	United Kingdom	Financial Services	4,218	0%
+	75	80	 Johnson & Johnson	United States	FMCG	4,155	8%
+	76	76	 TIFFANY & CO.	United States	Luxury	4,127	3%
+	77	77	 Cartier	France	Luxury	4,052	2%
+	78	N/A	 BACARDI	United States	Alcohol	4,036	0%
+	79	82	 MOËT & CHANDON Reims	France	Alcohol	4,021	7%
+	80	N/A	 CREDIT SUISSE	Switzerland	Financial Services	4,010	0%
+	81	92	 Shell	Netherlands	Energy	4,003	24%
+	82	94	 VISA	United States	Financial Services	3,998	26%

+	83	79		United States	Restaurants	3,973	2%
+	84	78		United States	Apparel	3,961	1%
+	85	N/A		Mexico	Alcohol	3,847	0%
+	86	72		Switzerland	Financial Services	3,812	13%
+	87	86		Germany	FMCG	3,734	5%
+	88	95		United States	Computer Software	3,626	15%
+	89	84		United Kingdom	Alcohol	3,624	-2%
+	90	N/A		United States	Diversified	3,586	0%
+	91	88		Italy	Automotive	3,562	1%
+	92	N/A		United Kingdom	Alcohol	3,557	0%
+	93	N/A		Netherlands	Alcohol	3,516	0%
+	94	N/A		Switzerland	Financial Services	3,496	0%
+	95	89		Italy	Luxury	3,443	4%
+	96	91		France	FMCG	3,403	5%
+	97	90		United States	Restaurants	3,339	2%
+	98	73		United States	Automotive	3,281	-24%
+	99	100		United States	FMCG	3,241	5%
+	100	98		United Kingdom	Luxury	3,110	0%

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






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BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
1	 Google	Technology	229,198	4	32%	1
2	 Apple	Technology	228,460	4	-8%	-1
3	 Microsoft	Technology	121,824	3	5%	0
4	 AT&T	Telecom Providers	107,387	3	20%	2
5	 facebook	Technology	102,551	4	44%	7
6	 VISA	Payments	100,800	4	10%	-1
7	 amazon	Retail	98,988	3	59%	7
8	 verizon	Telecom Providers	93,220	3	8%	-1
9	 McDonald's	Fast Food	88,654	4	9%	0
10	 Tencent 腾讯	Technology	86,206	4	-8%	-6
11	 Tencent 腾讯	Technology	84,945	4	11%	0
12	 Marlboro	Tobacco	84,143	3	5%	-2
13	 Coca-Cola	Soft Drinks	80,314	5	-4%	-5
14	 中国移动 China Mobile	Regional Banks	58,540	3	-1%	2
15	 中国移动 China Mobile	Telecom Providers	55,923	4	-7%	0
16	 UPS	Conglomerate	54,093	2	-9%	1
17	 UPS	Logistics	49,816	4	-4%	1
18	 Alibaba Group 阿里巴巴集团	Retail	49,298	2	-26%	-5
19	 Disney	Entertainment	49,229	4	15%	0
20	 MasterCard	Payments	46,141	4	15%	0
21	 Starbucks	Fast Food	43,565	4	49%	8
22	 SAP	Technology	39,023	3	2%	2
23	 T-Mobile	Telecom Providers	37,733	3	12%	4
24	 Nike	Apparel	37,472	4	26%	4
25	 Vodafone	Telecom Providers	36,750	3	-4%	-2

Sources: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest


























BrandZ™ Top 100 Most Valuable Global Brands 2016

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
26	 ICBC 中国工商银行	Retail	36,440	2	32%	5
27	 ICBC 中国工商银行	Regional Banks	33,637	2	-13%	-5
28	 Toyota	Cars	29,501	3	2%	2
29	 Baidu 百度	Technology	29,030	4	-27%	-8
30	 LV	Luxury	28,508	4	4%	2
31	 Budweiser	Beer	27,925	4	5%	2
32	 Walmart	Retail	27,275	2	-23%	-6
33	 BMW	Cars	26,837	4	2%	1
34	 Lexus	Payments	26,641	4	-30%	-9
35	 ZARA	Apparel	25,221	3	14%	7
36	 L'OREAL PARIS	Personal Care	23,524	4	1%	2
37	 Pampers	Baby Care	22,911	5	-4%	0
38	 accenture	Technology	22,813	3	13%	13
39	 Mercedes-Benz	Cars	22,708	4	4%	4
40	 movistar	Telecom Providers	21,945	3	3%	6
41	 SUBWAY	Fast Food	21,567	4	-4%	-1
42	 hp	Technology	21,387	2	-7%	-3
43	 HSBC	Global Banks	20,276	2	-16%	-8
44	 HERMÈS	Luxury	19,821	5	5%	11
45	 SAMSUNG	Regional Banks	19,635	4	-18%	-9
46	 中国建设银行 China Construction Bank	Regional Banks	19,617	2	-11%	-5
47	 NTT	Telecom Providers	19,552	2	N/A	N/A
48	 ORACLE	Technology	19,490	4	-10%	-3
49	 ORACLE	Technology	19,489	1	-10%	-5
50	 HUAWEI	Technology	18,652	3	22%	20

The Brand Value of Coca-Cola includes Light, Diet, and Zero.
The Brand Value of Budweiser includes Budweiser and Budweiser Zero.
NTT is now valued as a telecom provider and its brand value is restated this year.


























BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
51	 Intel	Technology	18,632	2	1%	5
52	 BT	Telecom Providers	18,575	3	3%	6
53	 Orange	Telecom Providers	18,465	3	6%	8
54	 Colgate	Personal Care	18,319	4	2%	3
55	 IKEA	Retail	18,082	3	6%	9
56	 citi	Global Banks	17,055	2	-2%	4
57	 中国平安 PING AN	Insurance	16,910	2	6%	11
58	 ExxonMobil	Oil & Gas	16,838	1	-18%	-9
59	 中国人寿 CHINA LIFE	Insurance	16,712	2	-4%	3
60	 ID	Regional Banks	16,543	3	-20%	-13
61	 Gillette	Personal Care	16,400	4	-17%	-9
62	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	16,331	2	-19%	-12
63	 FedEx®	Logistics	16,236	4	-17%	-10
64	 Commonwealth Bank	Regional Banks	16,227	3	-21%	-16
65	 PayPal	Payments	15,910	4	35%	23
66	 Shell	Oil & Gas	14,940	1	-21%	-12
67	 CISCO	Technology	14,508	2	-10%	0
68	 COSTCO WHOLESALE	Retail	14,461	2	29%	29
69	 HDFC BANK	Regional Banks	14,440	3	3%	5
70	 usbank	Regional Banks	14,098	2	-5%	2
71	 中国银行 BANK OF CHINA	Regional Banks	13,803	2	-16%	-6
72	 DHL	Oil & Gas	13,206	1	-24%	-9
73	 DHL	Logistics	13,199	4	-19%	-7
74	 HONDA	Cars	13,195	3	-1%	4
75	 Ford	Cars	13,084	3	0%	5

Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BrandZ™ Top 100 Most Valuable Global Brands 2016


























BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
76	 Louis Vuitton	Retail	13,001	2	21%	NEW
77	 ANZ	Regional Banks	12,883	3	-27%	-18
78	 Telstra	Telecom Providers	12,825	3	1%	4
79	 H&M	Apparel	12,665	2	-8%	-4
80	 GUCCI	Luxury	12,592	5	-9%	-4
81	 SIEMENS	Conglomerate	12,485	2	-19%	-12
82	 KFC	Fast Food	12,386	3	-2%	1
83	 QATAR	Oil & Gas	12,341	1	-18%	-12
84	 CHASE	Regional Banks	12,330	3	6%	5
85	 LinkedIn	Technology	12,314	4	1%	0
86	 pepsi	Soft Drinks	12,188	4	-7%	-7
87	 Walmart	Retail	12,077	2	4%	3
88	 CVS/pharmacy	Retail	12,074	3	17%	NEW
89	 J.P. Morgan	Global Banks	11,943	2	-12%	-12
90	 Red Bull	Soft Drinks	11,667	3	3%	4
91	 ebay	Retail	11,509	2	-19%	-18
92	 Porsche	Cars	11,479	2	1%	1
93	 Vodafone	Alcohol	11,465	4		NEW
94	 SoftBank	Telecom Providers	11,343	2	2%	4
95	 Bank of America	Regional Banks	11,289	2	0%	0
96	 BP	Oil & Gas	10,552	1	-18%	-15
97	 Heineken	Beer	10,549	4	9%	NEW
98	 中国人寿 THE LIFE INSURANCE COMPANY OF CHINA	Insurance	10,545	2	10%	NEW
99	 京东 JD.COM	Retail	10,496	2	37%	NEW
100	 Adobe	Technology	10,440	2	41%	NEW

The Brand Value of Pepsi includes Diet.
The Brand Value of Red Bull includes sugar-free and Cola













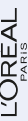












THE GLOBAL TOP 100

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

Rank	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 Apple	Technology	246,992	4	67%	1
2	 Google	Technology	173,652	4	9%	-1
3	 Microsoft	Technology	115,500	4	28%	1
4	 IBM	Technology	93,987	4	-13%	-1
5	 VISA	Payments	91,962	4	16%	2
6	 at&t	Telecom Providers	89,492	3	15%	2
7	 verizon	Telecom Providers	86,009	3	36%	4
8	 Coca-Cola	Soft Drinks	83,841	5	4%	-2
9	 McDonald's	Fast Food	81,162	4	-5%	-4
10	 Marlboro	Tobacco	80,352	3	19%	-1
11	 Tencent 腾讯	Technology	76,572	5	43%	3
12	 facebook	Technology	71,121	4	99%	9
13	 Alibaba Group 阿里巴巴集团	Retail	66,375	2	NEW ENTRY	
14	 amazon.com	Retail	62,292	4	-3%	-4
15	 中国移动 China Mobile	Telecom Providers	59,895	4	20%	0
16	 Vodafone	Regional Banks	59,310	3	9%	-3
17	 GE	Conglomerate	59,272	2	5%	-5
18	 UPS	Logistics	51,798	5	9%	-2
19	 Disney	Entertainment	42,962	5	24%	4
20	 ReserveCard	Payments	40,188	4	2%	-2
21	 百度 Baidu	Technology	40,041	5	35%	4
22	 中国工商银行 Industrial Bank of China	Regional Banks	38,808	2	-8%	-5
23	 Vodafone	Telecom Providers	38,461	3	6%	-3
24	 SAP	Technology	38,225	3	5%	-5
25	 HSBC	Payments	38,093	4	11%	-1

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

Rank	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26	 Walmart	Retail	35,245	2	0%	-4
27	 T-Mobile	Telecom Providers	33,834	3	18%	0
28	 Nike	Apparel	29,717	4	21%	6
29	 Starbucks	Fast Food	29,313	4	14%	2
30	 TOYOTA	Cars	28,913	4	-2%	-4
31	 L'ORÉAL PARIS	Retail	27,705	2	25%	9
32	 LV	Luxury	27,445	5	6%	-2
33	 Budweiser	Beer	26,657	4	9%	2
34	 BMW	Cars	26,349	4	2%	-2
35	 HSBC	Global Banks	24,029	3	-11%	-7
36	 RUC	Regional Banks	23,989	4	6%	2
37	 Pampers	Baby Care	23,757	5	5%	2
38	 L'ORÉAL PARIS	Personal Care	23,376	4	0%	-2
39	 hp	Technology	23,039	3	18%	10
40	 SUBWAY	Fast Food	22,561	4	7%	3
41	 中国建设银行 China Construction Bank	Regional Banks	22,065	2	-12%	-8
42	 ZARA	Apparel	22,036	3	-5%	-5
43	 Mercedes-Benz	Cars	21,786	4	1%	-1
44	 ORACLE	Technology	21,680	2	4%	1
45	 SAMSUNG	Technology	21,602	4	-17%	-16
46	 movistar	Telecom Providers	21,215	3	2%	0
47	 TD	Regional Banks	20,638	4	3%	0
48	 Commonwealth Bank	Regional Banks	20,599	3	-2%	-4
49	 ExxonMobil	Oil & Gas	20,412	1	3%	-1
50	 中国农业银行 Agricultural Bank of China	Regional Banks	20,189	1	11%	4

Coca-Cola includes Lights, Diet and Zero
Budweiser includes Bud Light

THE GLOBAL TOP 100


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
51	 accenture	Technology	20,183	3	11%	4
52	 Gillette	Personal Care	19,737	5	4%	0
53	 FedEx	Logistics	19,566	5	15%	5
54	 Shell	Oil & Gas	18,943	1	0%	-1
55	 HERMES	Luxury	18,938	5	-13%	-14
56	 Intel	Technology	18,385	2	58%	30
57	 Colgate	Personal Care	17,977	4	2%	-1
58	 BT	Telecom Providers	17,953	3	17%	6
59	 ANZ	Regional Banks	17,702	4	-7%	-8
60	 citi	Global Banks	17,486	2	1%	-3
61	 Orange	Telecom Providers	17,384	3	12%	1
62	 中国人寿 China Life	Insurance	17,365	3	44%	19
63	 IKEA	Oil & Gas	17,267	1	21%	4
64	 中国平安	Retail	17,025	3	-12%	-14
65	 中國銀行 BANK OF CHINA	Regional Banks	16,438	2	16%	3
66	 DHL	Logistics	16,301	4	19%	7
67	 CISCO	Technology	16,060	2	17%	5
68	 中国平安	Insurance	15,959	3	29%	9
69	 SIEMENS	Technology	15,496	3	-8%	-10
70	 HUAWEI	Technology	15,335	3	NEW ENTRY	
71	 usbank	Oil & Gas	15,022	1	21%	5
72	 ebay	Regional Banks	14,786	3	-1%	-7
73	 hdfc bank	Retail	14,171	3	-9%	-12
74	 HDFC BANK	Regional Banks	14,027	4	NEW ENTRY	
75	 H&M	Apparel	13,827	2	-11%	-12

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest


























60 BrandZ™ Top 100 Most Valuable Global Brands 2015

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76	 G U C C I	Luxury	13,800	5	-14%	-16
77	 J.P.Morgan	Global Banks	13,522	3	9%	2
78	 HONDA The Power of Dreams	Cars	13,332	4	-5%	-8
79	 pepsi	Soft Drinks	13,134	4	14%	9
80	 Ford	Cars	13,106	3	11%	4
81	 bp	Oil & Gas	12,938	1	1%	-7
82	 Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83	 Westpac	Fast Food	12,649	4	6%	0
84	 Westpac	Regional Banks	12,420	4	6%	1
85	 LinkedIn	Technology	12,200	5	-2%	-7
86	 Samsung	Global Banks	12,181	3	10%	5
87	 Woolworths	Retail	11,818	4	-1%	-5
88	 PayPal	Payments	11,806	4	20%	9
89	 CHASE	Regional Banks	11,661	3	0%	-2
90	 ALIBI	Retail	11,660	2	22%	10
91	 ING	Global Banks	11,560	3	18%	7
92	 Twitter	Technology	11,447	4	-17%	-21
93	 AESOP	Cars	11,411	3	3%	-3
94	 Red Bull	Soft Drinks	11,375	4	5%	-2
95	 Bank of America	Regional Banks	11,335	2	12%	-1
96	 docomo	Telecom Providers	11,223	3	12%	-1
97	 COSTCO WHOLESALE	Retail	11,214	2	NEW ENTRY	
98	 SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99	 中国电信 CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	 Scotiabank	Regional Banks	11,044	2	-3%	-11











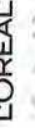














Pepsi includes Diet
Red Bull includes sugar-free and Cola

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1	 Google	Technology	158,843	3	40%	1
2	 Apple	Technology	147,880	4	-20%	-1
3	 IBM	Technology	107,541	4	-4%	0
4	 Microsoft	Technology	90,185	4	29%	3
5	 McDonald's	Fast Food	85,706	4	-5%	-1
6	 Coca-Cola	Soft Drinks	80,683	4	3%	-1
7	 Visa	Credit Card	79,197	4	41%	2
8	 AT&T	Telecoms	77,883	3	3%	-2
9	 L'Oréal	Tobacco	67,341	3	-3%	-1
10	 Amazon.com	Retail	64,255	3	41%	4
11	 Verizon	Telecoms	63,460	3	20%	1
12	 3M	Conglomerate	56,685	2	2%	-1
13	 China Mobile	Regional Banks	54,262	3	14%	0
14	 Tencent	Technology	53,615	4	97%	7
15	 China Unicom	Telecoms	49,899	3	-10%	-5
16	 China Telecom	Logistics	47,738	4	12%	-1
17	 中国工商银行	Regional Banks	42,101	2	2%	-1
18	 MasterCard	Credit Card	39,497	3	42%	2
19	 SAP	Technology	36,390	2	6%	0
20	 Vodafone	Telecoms	36,277	3	-9%	-3
21	 Facebook	Technology	35,740	4	68%	10
22	 Walmart	Retail	35,325	2	-2%	-4
23	 Disney	Entertainment	34,538	4	44%	3
24	 Intel	Credit Card	34,430	4	46%	4
25	 Baidu	Technology	29,768	4	46%	8

Source: Valuations include data from BrandZ™, Kantar Global and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26	 Toyota	Cars	29,598	3	21%	-3
27	 T-Mobile	Telecoms	28,756	2	20%	0
28	 HSBC	Global Banks	27,051	3	13%	-3
29	 Samsung	Technology	25,892	3	21%	1
30	 Louis Vuitton	Luxury	25,873	4	14%	-1
31	 Starbucks	Fast Food	25,779	3	44%	13
32	 BMW	Cars	25,730	4	7%	-8
33	 China Construction Bank	Regional Banks	25,008	2	-7%	-11
34	 Nike	Apparel	24,579	4	55%	22
35	 Pepsi	Beer	24,414	4	20%	-1
36	 L'Oréal	Personal Care	23,356	4	30%	6
37	 ZARA	Apparel	23,140	3	15%	-2
38	 BNP Paribas	Regional Banks	22,620	4	13%	0
39	 Pampers	Baby Care	22,598	5	10%	-7
40	 Huggies	Retail	22,165	2	20%	1
41	 Herbol	Luxury	21,844	5	14%	-1
42	 Nissan	Cars	21,535	4	20%	1
43	 Subway	Fast Food	21,020	4	26%	8
44	 Commerzbank	Regional Banks	21,001	3	18%	4
45	 Oracle	Technology	20,913	2	4%	-9
46	 Movistar	Telecoms	20,809	2	56%	20
47	 ID	Regional Banks	19,950	3	12%	-1
48	 ExxonMobil	Oil & Gas	19,745	1	3%	-9
49	 Lip	Technology	19,469	2	19%	5
50	 Ikea	Retail	19,367	3	61%	24

The Brand Value of Coca-Cola includes Lights, Diet and Zero.
The Brand Value of Budweiser includes Bud Light.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
51	AFL	Regional Banks	19,072	3	15%	1
52	Gillette	Personal Care	19,025	4	7%	-7
53	Shell	Oil & Gas	19,005	1	8%	-4
54	中国农业银行	Regional Banks	18,235	2	-9%	-17
55	accenture	Technology	18,105	3	10%	-2
56	Colgate	Personal Care	17,668	4	2%	-6
57	citi	Global Banks	17,341	2	30%	7
58	FedEx	Logistics	17,002	4	24%	4
59	SIEMENS	Technology	16,800	2	36%	13
60	GUCCI	Luxury	16,131	5	27%	8
61	ebay	Retail	15,587	2	-12%	-14
62	intel	Telecoms	15,580	3	13%	-2
63	H&M	Apparel	15,557	2	22%	6
64	BT	Telecoms	15,367	2	61%	30
65	usbank	Regional Banks	14,926	3	9%	-2
66	TESCO	Retail	14,842	4	-9%	-11
67	BP	Oil & Gas	14,269	1	9%	0
68	中国银行	Regional Banks	14,177	2	0%	-10
69	YAHOO!	Technology	14,174	3	44%	23
70	Santander	Cars	14,085	3	14%	1
71	Twitter	Technology	13,837	4	New	New
72	CISCO	Technology	13,710	2	16%	5
73	DHL	Logistics	13,687	4	53%	25
74	Shell	Oil & Gas	12,871	1	12%	4
75	SHERBANK	Regional Banks	12,637	3	0%	-5


















































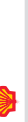
Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76	PetroChina	Oil & Gas	12,413	1	-7%	-11
77	中国平安 PINGAN	Insurance	12,409	2	18%	7
78	Linked In	Technology	12,407	4	New	New
79	J.P.Morgan	Global Banks	12,356	2	28%	14
80	MTS	Telecoms	12,175	3	14%	2
81	中国人寿 China Life	Insurance	12,026	2	-21%	-24
82	Woolworths	Retail	11,953	3	8%	-2
83	Ford	Fast Food	11,910	3	20%	8
84	Westpac	Cars	11,812	3	56%	New
85	intel	Regional Banks	11,743	3	17%	3
86	CHASE	Technology	11,667	2	-15%	-25
87	pepsi	Regional Banks	11,663	3	8%	-6
88	Red Bull	Soft Drinks	11,476	3	-5%	-13
89	Santander	Regional Banks	11,351	2	9%	-4
90	Santander	Cars	11,104	3	9%	-4
91	Santander	Global Banks	11,060	3	20%	5
92	Red Bull	Soft Drinks	10,873	4	3%	-9
93	MTN	Telecoms	10,221	3	-11%	-14
94	Bank of America	Regional Banks	10,149	2	New	New
95	docomo	Telecoms	10,041	2	0%	-5
96	PRADA	Luxury	9,985	4	6%	-1
97	PayPal	Payments	9,833	4	New	New
98	ING	Global Banks	9,771	3	29%	New
99	UBS	Global Banks	9,683	2	30%	New
100	Walmart	Retail	9,584	2	8%	-1

The Brand Value of Pepsi includes Diet Pepsi.
The Brand Value of Red Bull includes sugar-free and Cola.

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology		185,071	4	1%	0
2 Technology		113,669	3	5%	1
3 Technology		112,536	3	-3%	-1
4 Fast Food		90,256	4	-5%	0
5 Soft Drinks		78,415	5	6%	1
6 Telecoms		75,507	3	10%	2
7 Technology		69,814	3	-9%	-2
8 Tobacco		69,383	3	-6%	-1
9 Credit Card		56,060	4	46%	6
10 Telecoms		55,368	3	18%	0
11 Conglomerate		55,357	2	21%	0
12 Telecoms		53,004	3	8%	-3
13 Regional Banks		47,748	3	20%	1
14 Retail		45,727	3	34%	4
15 Logistics		42,747	5	15%	1
16 Regional Banks		41,115	2	-1%	-3
17 Telecoms		39,712	3	-8%	-5
18 Retail		36,220	2	5%	-1
19 Technology		34,365	2	34%	3
20 Credit Card		27,821	4	34%	9
21 Technology		27,273	4	52%	16
22 Regional Banks		26,859	2	10%	2
23 Cars		24,497	4	12%	5
24 Cars		24,015	4	-2%	-1
25 Global Banks		23,970	3	24%	6
26 Entertainment		23,913	3	40%	17
27 Telecoms		23,893	2	-11%	-7
28 Credit Card		23,514	4	16%	2
29 Luxury		22,719	4	-12%	-8
30 Technology		21,404	3	51%	25
31 Technology		21,261	4	-36%	-12
32 Baby Care		20,594	5	13%	3
33 Technology		20,443	5	-16%	-8
34 Beer		20,297	4	28%	14
35 Apparel		20,167	3	60%	31
36 Technology		20,039	2	-11%	-9
37 Regional Banks		19,975	2	12%	1
38 Regional Banks		19,968	4	16%	2
39 Oil & Gas		19,229	1	5%	-5
40 Luxury		19,129	4	0%	-8
41 Retail		18,488	2	43%	21
42 Personal Care		17,971	4	30%	15
43 Cars		17,952	4	11%	3
44 Fast Food		17,892	4	5%	-2
45 Personal Care		17,823	4	-6%	-12
46 Regional Banks		17,781	4	22%	8
47 Retail		17,749	2	40%	17
48 Regional Banks		17,745	3	36%	12
49 Oil & Gas		17,678	1	-1%	-10
50 Personal Care		17,250	4	15%	1

The Brand Value of Coca-Cola includes Light, Diet, and Zero.
The Brand Value of Budweiser includes Bud Light.

 Millward Brown Optimor

Valuations include data from BrandZ™, Kantar Worldpanel, Kantar Retail and Bloomberg.
Brand Contribution measures the influence of brand alone on earnings, on a scale of 1 to 5 (5 highest).

BRANDZ™ Top 100 Most Valuable Global Brands 2013


























Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change	Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
51 Fast Food		16,691	4	12%	1	76 Retail		11,879	3	13%	0
52 Regional Banks		16,555	3	New	New	77 Technology		11,816	2	-11%	-18
53 Technology		16,503	3	2%	-8	78 Oil & Gas		11,520	1	11%	-1
54 Technology		16,362	2	-29%	-28	79 Telecoms		11,448	3	23%	0
55 Retail		16,303	4	-9%	-19	80 Retail		11,099	3	New	New
56 Apparel		15,817	4	-3%	-12	81 Global Banks		10,836	3	25%	11
57 Insurance		15,279	3	5%	-4	82 Telecoms		10,633	3	11%	3
58 Regional Banks		14,236	2	10%	3	83 Soft Drinks		10,558	3	6%	-3
59 Regional Banks		14,196	1	12%	4	84 Insurance		10,558	3	4%	-6
60 Telecoms		13,829	2	-10%	-10	85 Regional Banks		10,396	2	8%	-2
61 Technology		13,757	2	-12%	-12	86 Cars		10,166	3	3%	-5
62 Logistics		13,732	4	17%	8	87 Global Banks		10,160	2	1%	-8
63 Regional Banks		13,716	3	19%	9	88 Regional Banks		10,070	3	New	New
64 Global Banks		13,386	2	37%	18	89 Telecoms		10,054	3	-13%	-18
65 Oil & Gas		13,380	1	11%	3	90 Telecoms		10,028	3	-37%	-43
66 Telecoms		13,336	2	-22%	-25	91 Fast Food		9,953	3	12%	0
67 Oil & Gas		13,127	1	-6%	-11	92 Technology		9,826	3	New	New
68 Luxury		12,735	5	48%	New	93 Global Banks		9,668	2	New	New
69 Apparel		12,732	2	-6%	-11	94 Telecoms		9,531	2	New	New
70 Regional Banks		12,655	3	19%	4	95 Luxury		9,454	4	63%	New
71 Cars		12,401	3	-2%	-6	96 Global Banks		9,282	3	8%	-1
72 Technology		12,331	1	16%	1	97 Oil & Gas		9,036	1	5%	-4
73 Alcohol		12,193	3	3%	-4	98 Logistics		8,640	3	18%	2
74 Retail		12,040	3	31%	15	99 Retail		8,885	2	-5%	-12
75 Soft Drinks		12,029	4	-5%	-8	100 Cars		8,790	3	3%	-4

Statistics derived from BrandZ™, a leading authority in brand valuation and research. Brand contribution includes the value of the brand in the company's portfolio.

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The 2013 BrandZ™ Top 100 Most Valuable Global Brands list is based on the 2013 BrandZ™ Top 100 Most Valuable Global Brands list. The list is based on the 2013 BrandZ™ Top 100 Most Valuable Global Brands list.

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology		182,951	4	10	19%	0
2	Technology		115,985	4	5	15%	1
3	Technology		107,857	4	5	-3%	-1
4	Fast Food		95,188	4	8	17%	0
5	Technology		76,651	4	8	-2%	0
6	Soft Drinks		74,286	5	7	1%	0
7	Tobacco		73,612	3	7	9%	1
8	Telecoms		68,870	3	5	-1%	-1
9	Telecoms		49,151	3	7	15%	4
10	Telecoms		47,041	4	9	-18%	-1
11	Conglomerate		45,810	2	5	-9%	-1
12	Telecoms		43,033	3	6	-1%	0
13	Financial		41,518	2	9	-7%	-2
14	Financial		39,754	3	3	8%	2
15	Financial		38,284	4	9	34%	5
16	Logistics		37,129	5	8	4%	1
17	Retail		34,436	2	5	-8%	-2
18	Retail		34,077	3	10	-9%	-4
19	Technology		33,233	3	10	74%	16
20	Telecoms		26,837	3	2	-10%	-1
21	Luxury		25,920	5	8	7%	5
22	Technology		25,715	3	5	-1%	1
23	Cars		24,623	4	5	10%	7
24	Financial		24,517	2	4	-4%	0
25	Technology		24,326	5	10	8%	4

Brand Contribution measures the role brand plays in driving earnings on a scale of 1 to 5 (highest).

Brand Momentum measures the prospects for future earnings on a scale of 1 to 10 (10 highest).

* The Brand Value of Coca-Cola includes Lights, Diets and Zero

** The Brand Value of Budweiser includes Bud Light

BrandZ Top 100 Most Valuable Global Brands 2011

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	246%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%

*The Brand Value of Coca-Cola includes Lites, Diet, and Zero.

**Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems.

***The Brand Value of Budweiser includes Bud Light.

****The Brand Value of Pepsi includes Lites, One and Zero.

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,600	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,998	29%	95		8,838	21%
71		11,917	41%	96		8,760	4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

*****The Brand Value of Nintendo includes Wii and Nintendo DS.


















































*****The Brand Value of Sony includes Playstation 2 and 3, as well as PSP.

*****The Brand Value of Red Bull includes sugar-free and Zero.

Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)

THE TOP 100

*The Brand Value of Coca-Cola includes Lites, Diets and Zero
 ** The Brand Value of Nintendo includes Wii and Nintendo DS
 *** The Brand Value of Budweiser includes Bud Light
 **** The Brand Value of Pepsi includes Lites, Diets and Zero
 ***** The Brand Value of Red Bull includes sugar-free and Cda
 ***** The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket
 ***** Brand Value includes Playstation 2 and 3, as well as PSP
 Source: Millward Brown Optimizer (including data from BrandZ, Datamonitor and Bloomberg)

TOP 100 Most Valuable Global Brands 2010				
#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	
1		114,260	14%	
2		86,383	30%	
3		83,153	32%	
4	Microsoft	76,344	0%	
5		67,983	1%	
6		66,005	-1%	
7		57,047	15%	
8		52,616	-14%	
9		45,054	-25%	
10		44,404	-17%	
11		43,927	15%	
12		39,717	48%	
13		39,421	-4%	
14		30,708	12%	
15		27,459	29%	
16		26,492	-5%	
17		25,741	12%	
18		24,883	52%	
19		24,817	16%	
20		24,675	39%	
21		24,291	3%	
22		23,714	18%	
23		23,408	23%	
24		21,960	4%	
25		21,816	-9%	
26		21,769	-27%	
27		20,929	-8%	
28		20,663	-10%	
29		19,781	2%	
30		18,746	16%	
31		18,012	12%	
32		17,834	-2%	
33		17,434	-8%	
34		17,283	N/A	
35		16,719	-7%	
36		16,608	12%	
37		16,393	6%	
38		15,991	20%	
39		15,476	N/A	
40		15,112	N/A	
41		15,000	-35%	
42		14,980	0%	
43		14,866	-58%	
44		14,734	-2%	
45		14,454	N/A	
46		14,303	-2%	
47		14,224	15%	
48		14,210	-38%	
49		14,129	-6%	
50		14,018	6%	

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
51		13,935	N/A	76		9,328	-28%
52		13,912	-7%	77		9,293	-31%
53		13,736	-11%	78		9,283	25%
54		13,403	-8%	79		9,201	-15%
55		13,010	20%	80		8,986	4%
56		12,977	3%	81		8,971	-3%
57		12,969	-18%	82		8,917	9%
58		12,752	-15%	83		8,747	1%
59		12,597	5%	84		8,607	-16%
60		12,434	14%	85		8,490	17%
61		12,426	17%	86		8,457	8%
62		12,148	-1%	87		8,383	20%
63		12,131	1%	88		8,377	N/A
64		12,032	9%	89		8,327	1%
65		12,021	-31%	90		8,236	2%
66		11,938	-23%	91		8,214	19%
67		11,659	57%	92		8,160	-8%
68		11,351	80%	93		8,159	4%
69		10,850	NA	94		8,147	30%
70		10,593	23%	95		8,003	18%
71		10,274	-7%	96		7,848	NA
72		9,723	6%	97		7,588	2%
73		9,675	N/A	98		7,450	13%
74		9,418	-1%	99		7,293	-16%
75		9,356	62%	100		7,280	14%

THE TOP 100

* The brand value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero

** The brand value of Pepsi includes Diet Pepsi and Pepsi

*** Budweiser's value includes both Bud Light and Bud

**** ING value includes ING Bank and ING Insurance



Source: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)

TOP 100 Most Valuable Global Brands 2009				
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	
1		100,039	16%	
2		76,249	8%	
3		67,625	16%	
4		66,622	20%	
5		66,575	34%	
6		63,113	14%	
7		61,283	7%	
8		59,793	-16%	
9		53,727	45%	
10		49,460	33%	
11		41,083	19%	
12		38,056	36%	
13		35,163	-20%	
14		29,907	-15%	
15		27,842	-9%	
16		27,478	100%	
17		26,745	-9%	
18		23,948	-15%	
19		23,615	9%	
20		23,110	-3%	
21		22,938	-1%	
22		22,919	6%	
23		22,851	4%	
24		22,811	16%	
25		21,438	-6%	
26		21,294	85%	
27		21,192	9%	
28		20,059	67%	
29		19,395	5%	
30		19,079	3%	
31		18,945	N/A	
32		18,233	N/A	
33		17,965	-25%	
34		17,713	-8%	
35		17,467	-20%	
36		16,353	N/A	
37		16,228	-34%	
38		16,035	10%	
39		15,776	5%	
40		15,499	-14%	
41		15,480	-53%	
42		15,422	1%	
43		15,076	7%	
44		14,996	-3%	
45		14,991	-9%	
46		14,963	-40%	
47		14,961	-1%	
48		14,894	-22%	
49		14,608	-52%	
50		14,571	-12%	

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51		13,562	-8%	76		8,609	-1%
52		13,292	23%	77		8,601	36%
53		13,242	-6%	78		8,219	20%
54		12,970	16%	79		8,154	N/A
55		12,549	33%	80		8,052	168%
56		12,396	17%	81		7,927	-31%
57		12,254	-17%	82		7,862	13%
58		12,061	8%	83		7,852	-20%
59		11,999	-4%	84		7,777	-8%
60		10,997	6%	85		7,512	-18%
61		10,991	N/A	86		7,468	15%
62		10,911	34%	87		7,427	7%
63		10,864	22%	88		7,415	-38%
64		10,841	N/A	89		7,260	-40%
65		10,586	48%	90		6,992	-5%
66		10,582	-17%	91		6,922	-27%
67		10,206	-13%	92		6,765	-40%
68		9,719	19%	93		6,743	-55%
69		9,491	-17%	94		6,721	10%
70		9,280	-40%	95		6,713	-21%
71		9,189	14%	96		6,572	24%
72		8,884	N/A	97		6,571	-17%
73		8,779	-29%	98		6,565	N/A
74		8,638	49%	99		6,409	-19%
75		8,631	20%	100		6,394	N/A

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	86,057	30%
2	GE (General Electric)	71,379	15%
3	Microsoft	70,887	29%
4	Coca-Cola (1)	58,208	17%
5	China Mobile	57,225	39%
6	IBM	55,335	65%
7	Apple	55,206	123%
8	McDonald's	49,499	49%
9	Nokia	43,975	39%
10	Marlboro	37,324	-5%
11	Vodafone	36,962	75%
12	Toyota	35,134	5%
13	Wal-Mart	34,547	-6%
14	Bank of America	33,092	15%
15	Citi	30,318	-10%
16	HP	29,278	17%
17	BMW	28,015	9%
18	ICBC	28,004	70%
19	Louis Vuitton	25,739	13%
20	American Express	24,816	7%
21	Wells Fargo	24,739	2%
22	Cisco	24,101	28%
23	Disney	23,705	5%
24	UPS	23,610	-4%
25	Tesco	23,208	39%
26	Oracle	22,904	29%
27	Intel	22,027	18%
28	Porsche	21,718	62%
29	SAP	21,669	20%
30	Gillette	21,523	20%
31	China Construction Bank	19,603	82%
32	Bank of China	19,418	42%
33	Verizon Wireless	19,202	18%
34	Royal Bank of Canada	18,995	39%
35	HSBC	18,479	6%
36	Mercedes	18,044	1%

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1. Apple

LAST YEAR'S RANK: 1

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⏪ Prev Company

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Apple holds onto the coveted No. 1 spot as the World's Most Admired Company for the ninth year in a row.



Photograph by ChinaFotoPress — Getty Images

Company Info	
Industry	Computers
Industry Rank	1
Previous Industry Rank	1
Overall Score	8.6
Location	Cupertino, Calif.
Website	http://www.apple.com
Fortune 500 Rank	5
Fortune 500 Profile	http://fortune.com/fortune500/apple-

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World's Most Admired Companies 2015

What becomes a reputation most? Healthy financials and stock performance, for starters. This year four companies have landed on the 50 All-Stars for the first time—Chipotle, CVS Health, Salesforce.com, and the financial services giant USAA, which at No. 28 is this year's strongest debut. But not all companies fared as well. Consumer criticism and a change in leadership caused McDonald's to slip to No. 46, its lowest rank in the seven years it has appeared in the top 50, and a hacking scandal and public stumbles resulted in Target dropping to No. 48. (Read about the retailer's efforts to bounce back in [Back on Target?](#))

[VIDEO: How to become the World's Most Admired Company](#)

The companies whose ranking appears as “—” did not place in the top 50, but did rank highly in their respective industries. To view individual industry rankings, use the filter tool in the gray box to the left.

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World's Most Admired companies ranked by key attributes






The most admired companies are more global than ever. Here's why.

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Henry Schein: Your dentist's biggest supplier

Fortune's World's Most Admired Companies: Starbucks, where innovation is always brewing

With plans to increase international flights, Southwest Airlines is flying high



Apple



Photograph by Yuriko Nakao — Bloomberg via Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
Overall Score	8.29
HQ Country	USA
Website	http://www.apple.com

▼ AAPL

126.50-0.10 (-0.08%)

MAR 10 9:24 AM EDT

Apple holds the top spot for the eighth year in a row. In February, it became the first company to hit more than \$700 billion in market value. As tech devotees await the launch of the Apple Watch in April, record smartphone sales were announced in January — 74.5 million phones in final three months of 2014— proving that the iPhone is still the product to beat.

Nine Key Attributes of Reputation		Rank
Innovation		1
People management		1
Use of corporate assets		1
Social responsibility		1
Quality of management		1
Financial soundness		1
Long-term investment value		1
Quality of products / services		1
Global competitiveness		1

Company Profile



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Most Admired 2014

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The Most Admired list is the definitive report card on corporate reputations. [See our Methodology](#)

1 Apple

2 Amazon.com

3 Google

4 Berkshire Hathaway



1 Apple



Mario Tama / Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
HQ Country	USA
Website	www.apple.com

▲ AAPL

118.93+1.33
(1.13%)

NOV 26
11:07 AM
EDT

The iconic tech company known for the iPhone and other stylish and user-friendly products is back in the top spot on this year’s list, for the seventh year in a row. Apple, the most valuable brand on the planet according to Interbrand, brought in \$171 billion in revenues in FY2013 and is flush with cash, but fan boys and girls (not to mention the market)

are getting antsy to see its next big product. Bets are on a smartwatch or AppleTV, but the company is also reportedly turning its attention to cars and medical devices.

Nine Key Attributes of Reputation	Rank
Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	5
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	2

Company Profile


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World's Most Admired Companies

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1 of 50

Apple

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Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 1)

Overall score: 8.24

Ticker: AAPL

Why it's admired:

Apple has had a rough time lately with its stock price in a free fall and the widely publicized failure of its Maps feature. However, it remains a financial juggernaut, posting \$13 billion in net income last quarter, making it the most profitable company in the world during that period. The company has its fanatical customer base, and it still refuses to compete on price, making the iconic iPhone and iPad products that are still widely seen as prestige devices. Competition may be stiff, but so far it remains behind: In Q4 2012, the iPhone 5 was the world's best selling smartphone, followed in second place by the iPhone 4S. —OA



COURTESY OF APPLE

Headquarters:

Cupertino, CA

 Website: www.apple.com

By Omar Akhtar, Erika Fry, Anne VanderMey and Kurt Wagner

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WORLD'S MOST ADMIRABLE COMPANIES

2012

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Apple

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MOST ADMIRABLE
Top 50 rank: 1
Rank in Computers: 1
(Previous rank: 1)
Overall score: 8.42
Ticker: AAPL

Why It's admired:
To say it was another big year for Apple would be a gross understatement. With the passing of Steve Jobs, questions swirled around the company's future. But under new CEO Tim Cook's guidance, Apple continues to prosper.

The company's annual revenues climbed to \$108 billion, led by an 81% increase in iPhone sales -- a jump that doesn't factor in the runaway success of the iPhone 4S -- and a 334% spike in iPad sales, due in no small part to the revamped iPad 2. Increased sales across the board explain why shares soared 75% during the company's fiscal year to \$495.

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World's Most Admired Companies

Apple

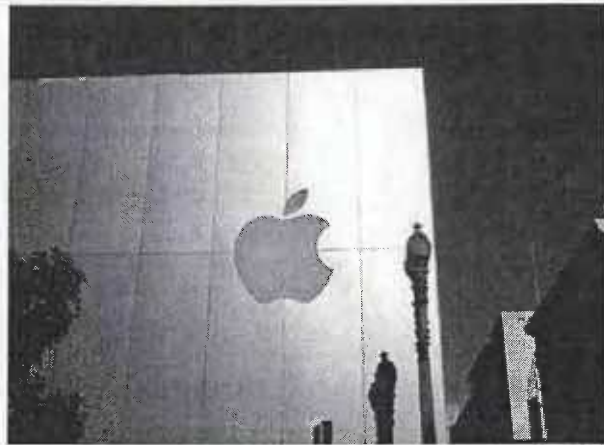
Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 1)

Overall score: 8.16

Why it's admired For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.



COURTESY: APPLE

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T. --By Shelley DuBois

Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment	1

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Quality of products/services	1
Global competitiveness	2

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	8.16
2	EMC	6.79
3	Hewlett-Packard	6.71

[See all](#)

From the March 21, 2011 issue

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World's Most Admired Companies

Apple

MOST ADMIRABLE Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

Why it's admired Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row.



PHOTO: RYAN ANTON/AP/GETTY IMAGES

With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot.

What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks.

As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*

Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2

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Nine key attributes of reputation

Industry rank

Quality of products/services

1

Global competitiveness

2

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	7.95
2	Hewlett-Packard	7.74
3	EMC	6.86

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WORLD'S MOST ADMIRABLE COMPANIES

2009

jobs by

Full List By Location Best & Worst No. 1s Industries

Apple

MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 2 (Previous rank: 2*)

Overall score: 7.07

Why it's admired

It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino wasn't being open enough about it. But customers remained loyal to the brand that made white ear buds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during its first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired list for the second year in a row. —Alyssa Abkowitz

Address: 1 Infinite Loop
Cupertino, CA 95014
Phone: 408-996-1010
Website: www.apple.com



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Five key attributes of reputation

Innovation

People management

Use of corporate assets

Social responsibility

Quality of management

Financial soundness

Long-term investment

Quality of products/services

Global competitiveness

Industry rank

1

1

3

5

3

2

3

1

5

...Top 50 Headquarters



Show: Top 50 | All Most Admired. The Americas | Europe | Asia/Australia

...What Readers Say

They speak out on the Most Admired...

Goldman Sachs, Morgan Chase, and Bank of America in the Top 50? Y...

How about Genentech, 9 billion in sales with significant profit, whi...

AT&T most admired? Not by their rank and file employees. 12,000...

Overall score

7.28

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Xerox	7.28

Job openings... at Apple

Quartz Engineering
Cupertino, CA - Apple

Handwriting Recognition Engineer
Cupertino, CA - Apple

AirPort Firmware Engineer
Cupertino, CA - Apple

Sr. Trademark/Brand Protection Counsel
Cupertino, CA - Apple

Tooling and Process Engineer (Metals)
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From the March 16, 2009 issue

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 - ☐ Quality of management
 - ☐ People management
 - ☐ Financial soundness
 - ☐ Use of corporate assets
 - ☐ Long-term investment
 - ☐ Social responsibility
 - ☐ Product/services quality
 - ☐ Global competitiveness

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(HOW THIS TOOL WORKS)

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Video (3 of 3)



Least admired companies

Fortune's Stanley Bing looks at qualities like repeated boycotts that could land a company on this uncommon prestigious list. [Watch](#)

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	2	
Walt Disney	1	
Google	1	
See the rest		

How we pick the Most Admired

This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one. [More](#)

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AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20

Full list

Companies

Industries

No. 1s

Best & Worst

States

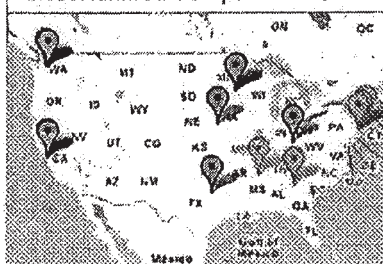
Global

Top 20

For the 20 most admired companies overall, FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank	Company
1	Apple
2	Berkshire Hathaway
3	General Electric
4	Google
5	Toyota Motor
6	Starbucks
7	FedEx
8	Procter & Gamble
9	Johnson & Johnson
10	Goldman Sachs Group
11	Target
12	Southwest Airlines
13	American Express
14*	BMW
14*	Costco Wholesale
16	Microsoft
17	United Parcel Service

Most Admired Companies HQs



Show: Top 20 | Full list

What readers say...

- Safeway should be ranked one of the WORST companies to work for! I ...
- Indeed these are amongst the most admired companies overall. One t...
- I work for the IKAN CORPORATION in Houston Texas. We sell video pro...

Have your say

Find compar

- ☐ Innovation
- ☐ People management
- ☐ Use of corporate assets
- ☐ Social responsibility

Industry:

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up. 83% are beati
than tripled...

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18	Cisco Systems
19	3M
20	Nordstrom

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Industry ch

EXHIBIT 7

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,078,312
Registered Nov. 29, 1977

TRADEMARK
Principal Register

APPLE

Apple Computer, Inc. (California corporation)
20863 Stevens Creek Blvd.
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CL. 26).

First use during April 1976; in commerce during April
1976.

Ser. No. 120,444, filed Mar. 25, 1977.

G. T. GLYNN, Examiner

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Typed Drawing

Word Mark	APPLE
Goods and Services	IC 009. US 026. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19760400. FIRST USE IN COMMERCE: 19760400
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73120444
Filing Date	March 25, 1977
Current Basis	1A
Original Filing Basis	1A
Registration Number	1078312
International Registration Number	0870749
Registration Date	November 29, 1977
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 950142081 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070621.
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United States Patent and Trademark Office

APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP AND NOTEBOOK COMPUTERS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER HARDWARE, SOFTWARE AND COMPUTER PERIPHERALS FOR COMMUNICATION BETWEEN MULTIPLE COMPUTERS AND BETWEEN COMPUTERS AND LOCAL AND GLOBAL COMPUTER NETWORKS; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT; COMPUTER MONITORS; LIQUID CRYSTAL DISPLAYS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS, CABLES, MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; STANDS SPECIALLY DESIGNED FOR HOLDING COMPUTER HARDWARE AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; BATTERIES; RECHARGEABLE BATTERIES; BATTERY CHARGERS; BATTERY PACKS; POWER ADAPTERS FOR COMPUTERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; WIRED AND WIRELESS REMOTE CONTROLS FOR COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; HEADPHONES AND EARPHONES; STEREO HEADPHONES; IN-EAR HEADPHONES; MICROPHONES; AUDIO EQUIPMENT FOR VEHICLES, NAMELY, MP3 PLAYERS; SOUND SYSTEMS COMPRISING REMOTE CONTROLS, AMPLIFIERS, LOUDSPEAKERS AND COMPONENTS THEREOF; AUDIO RECORDERS; RADIO RECEIVERS; RADIO TRANSMITTERS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO AND VIDEO PLAYERS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; VIDEOPHONES; COMPUTER GAMING MACHINES, NAMELY, STAND-ALONE VIDEO GAMING MACHINES; HANDHELD AND MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL AND OTHER DIGITAL MEDIA; MP3 AND OTHER DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; A FULL LINE OF ELECTRONIC AND MECHANICAL PARTS AND FITTING FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES, NAMELY, HEADPHONES, MICROPHONES, REMOTE CONTROLS, BATTERIES, BATTERY CHARGERS, DEVICES FOR HANDS-FREE USE, KEYBOARDS, ADAPTORS; PARTS AND ACCESSORIES FOR MOBILE TELEPHONES, NAMELY, MOBILE TELEPHONE COVERS, MOBILE TELEPHONE CASES, MOBILE TELEPHONE COVERS MADE OF CLOTH OR TEXTILE MATER-



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,928,818 IALS, MOBILE TELEPHONE BATTERIES, MOBILE TELEPHONE BATTERY CHARGERS, HEADSETS FOR MOBILE TELEPHONES, DEVICES FOR HANDS-FREE USE OF MOBILE TELEPHONES; CARRYING CASES, SACKS, AND BAGS, ALL FOR USE WITH COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; OPERATING SYSTEM PROGRAMS; COMPUTER UTILITY PROGRAMS FOR COMPUTER OPERATING SYSTEMS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE FOR CONNECTING WIRELESS DEVICES, MOBILE TELEPHONES, HANDHELD DIGITAL ELECTRONIC DEVICES, COMPUTERS, LAPTOP COMPUTERS, COMPUTER NETWORK USERS, GLOBAL COMPUTER NETWORKS; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE TO DEVELOP OTHER COMPUTER SOFTWARE; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL MEDIA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEBSITE DEVELOPMENT SOFTWARE; COMPUTER SOFTWARE FOR REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORKS; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER SOFTWARE FOR RECORDING AND ORGANIZING CALENDARS AND SCHEDULES, TO-DO LISTS, AND CONTACT INFORMATION; COMPUTER SOFTWARE FOR CLOCK AND ALARM CLOCK FUNCTIONALITY; COMPUTER SOFTWARE AND PRERECORDED COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; ELECTRONIC MAIL AND MESSAGING SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE AND FIRMWARE FOR OPERATING SYSTEM PROGRAMS; BLANK COMPUTER STORAGE MEDIA; USER MANUALS IN ELECTRONICALLY READABLE, MACHINE READABLE OR COMPUTER READABLE FORM FOR USE WITH, AND SOLD AS A UNIT WITH, ALL THE AFOREMENTIONED GOODS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

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SN 77-172,511, FILED 5-3-2007.

ANGELA DUONG, EXAMINING ATTORNEY

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IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adaptors; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer

network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above. FIRST USE: 19760401. FIRST USE IN COMMERCE: 19760401

Standard Characters Claimed

Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77172511
Filing Date	May 3, 2007
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 1, 2008
Registration Number	3928818
International Registration Number	0956402
Registration Date	March 8, 2011
Owner	(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record	Thomas R. La Perle
Prior Registrations	1078312;2034964;2808567;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

Int. Cl.: 9

Prior U.S. Cl.: 26, 38

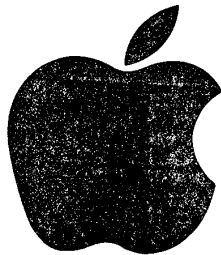
United States Patent and Trademark Office

Reg. No. 1,114,431

Registered Mar. 6, 1979

TRADEMARK

Principal Register



Apple Computer, Inc. (California corporation)
10260 Bandley Drive
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CLS. 26 and 38).

First use during January 1977; in commerce January 1977.

The mark consists of a silhouette of an apple with a bite removed.

Owner of Reg. No. 1,078,312.

Ser. No. 162,799, filed Mar. 20, 1978.

J. TINGLEY, Examiner

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Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	73162799
Filing Date	March 20, 1978
Current Basis	1A
Original Filing Basis	1A
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1114431
Registration Date	March 6, 1979
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	1078312
Description of	THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.

Mark	
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080314.
Renewal	2ND RENEWAL 20080314
Live/Dead Indicator	LIVE

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Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 2,715,578

Registered May 13, 2003

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

FOR: COMPUTERS HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP, NOTEBOOK AND SUBNOTEBOOK COMPUTERS; HAND HELD AND MOBILE COMPUTERS; COMPUTER TERMINALS AND MONITORS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO PLAYERS; ELECTRONIC ORGANIZERS; COMPUTER KEYBOARDS, CABLES, MODEMS; AUDIO SPEAKERS; COMPUTER VIDEO CONTROL DEVICES, NAMELY, COMPUTER MICE, TRACKBALLS, JOYSTICKS AND GAMEPADS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; TELEPHONY MANAGEMENT SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE, NAMELY FOR PAGING; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; OPERATING SYSTEM SOFTWARE; APPLICATION DEVELOPMENT TOOL PROGRAMS; BLANK COMPUTER STORAGE MEDIA; FONTS, TYPEFACES, TYPE DESIGNS AND SYMBOLS RECORDED ON MAGNETIC MEDIA; COMPUTER SOFTWARE FOR USE IN PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK FOR SEARCHING, RETRIEVING,

TRANSFERRING, MANIPULATING AND DISSEMINATING A WIDE RANGE OF INFORMATION; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK, AS WELL AS TO ORGANIZE AND SUMMARIZE THE INFORMATION RETRIEVED; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL DATA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; CHILDREN'S EDUCATIONAL SOFTWARE; COMPUTER GAME SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEB SITE DEVELOPMENT SOFTWARE; COMPUTER PROGRAM WHICH PROVIDES REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS

AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORK; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER PERIPHERALS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1977; IN COMMERCE 1-1-1977.

OWNER OF U.S. REG. NOS. 1,078,312, 2,180,949 AND OTHERS.

SER. NO. 76-426,501, FILED 7-1-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY



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Goods and Services	IC 009. US 021 023 026 036 038. G & S: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [modems;] audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software; [telecommunications software, namely, for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved. computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above. FIRST USE: 19770101. FIRST USE IN COMMERCE: 19770101
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	76426501

Filing Date	July 1, 2002
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	February 18, 2003
Registration Number	2715578
International Registration Number	0851679
Registration Date	May 13, 2003
Owner	(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	1078312;1157920;1219945;1303085;1401154;2180949;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130424.
Renewal	1ST RENEWAL 20130424
Live/Dead Indicator	LIVE

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Int. Cl.: 9

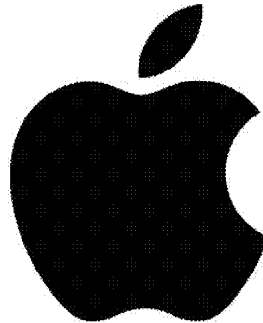
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,679,056

United States Patent and Trademark Office

Registered Sep. 8, 2009

**TRADEMARK
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTERS; COMPUTER HARDWARE; COMPUTER PERIPHERALS; HANDHELD COMPUTERS; HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND AUDIOVISUAL FILES, FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, CAMERA, AND GLOBAL POSITIONING SYSTEM (GPS) ELECTRONIC NAVIGATION DEVICE; DIGITAL AUDIO AND VIDEO RECORDERS AND PLAYERS; PERSONAL DIGITAL ASSISTANTS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; SATELLITE NAVIGATIONAL SYSTEMS, NAMELY, GLOBAL POSITIONING SYSTEMS (GPS); ELECTRONIC NAVIGATIONAL DEVICES, NAMELY, GLOBAL POSITIONING SATELLITE (GPS) BASED NAVIGATION RECEIVERS; COMPUTER GAME MACHINES FOR USE WITH EXTERNAL DISPLAY SCREENS, MONITORS, OR TELEVISIONS; A FULL LINE OF ACCESSORIES AND PARTS FOR THE AFOREMENTIONED GOODS; STANDS, COVERS, CASES, HOLSTERS, POWER ADAPTORS, AND WIRED AND WIRELESS REMOTE CONTROLS FOR THE AFOREMENTIONED GOODS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER NETWORKING HARD-

WARE; COMPUTER MONITORS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS; COMPUTER CABLES; MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; SET TOP BOXES; BATTERIES; BATTERY CHARGERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; DEVICES FOR HANDS-FREE USE; HEADPHONES; EARPHONES; EAR BUDS; AUDIO SPEAKERS; MICROPHONES; AND HEADSETS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; USER MANUALS FOR USE WITH, AND SOLD AS A UNIT WITH, THE AFOREMENTIONED GOODS; DOWNLOADABLE AUDIO AND VIDEO FILES, MOVIES, RING TONES, VIDEO GAMES, TELEVISION PROGRAMS, POD CASTS AND AUDIO BOOKS VIA THE INTERNET AND WIRELESS DEVICES FEATURING MUSIC, MOVIES, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS AND TOPICS OF GENERAL INTEREST, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1977; IN COMMERCE 1-31-1977.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-648,705, FILED 1-13-2009.

JERI J. FICKES, EXAMINING ATTORNEY

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Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. FIRST USE: 19770131. FIRST USE IN COMMERCE: 19770131

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

Trademark Search Facility Classification Code

VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves

Serial Number

77648705

Filing Date

January 13, 2009

Current Basis

1A

Original Filing Basis	1A
Published for Opposition	June 23, 2009
Registration Number	3679056
International Registration Number	1014459
Registration Date	September 8, 2009
Owner	(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record	Thomas R. La Perle
Prior Registrations	1114431;2715578;2753069;AND OTHERS
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite removed.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,683,410

Registered Feb. 4, 2003

**SERVICE MARK
PRINCIPAL REGISTER**

APPLE STORE

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: RETAIL STORE SERVICES FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO; ONLINE RETAIL STORE SERVICES PROVIDED VIA A GLOBAL COMPUTER NETWORK FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-1-1997; IN COMMERCE 11-1-1997.

OWNER OF U.S. REG. NOS. 1,078,312, 2,462,798 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE", APART FROM THE MARK AS SHOWN.

SER. NO. 76-400,649, FILED 4-25-2002.

ANNE MADDEN, EXAMINING ATTORNEY

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APPLE STORE

Word Mark	APPLE STORE
Goods and Services	IC 035. US 100 101 102. G & S: Retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via a global computer network featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto. FIRST USE: 19971101. FIRST USE IN COMMERCE: 19971101
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76400649
Filing Date	April 25, 2002
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 12, 2002
Registration Number	2683410
International Registration Number	0883222
Registration Date	February 4, 2003
Owner	(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment	

Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	1078312;1225776;2424976;2462798;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20120307.
Renewal	1ST RENEWAL 20120307
Live/Dead Indicator	LIVE

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PRIVACY POLICY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,424,976

United States Patent and Trademark Office

Registered Jan. 30, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

THE APPLE STORE

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: ONLINE RETAIL STORE SERVICES PROVIDED VIA A GLOBAL COMPUTER NETWORK FEATURING COMPUTERS, COMPUTER HARDWARE, COMPUTER SYSTEMS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND ACCESSORIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-0-1997; IN COMMERCE 11-0-1997.
OWNER OF U.S. REG. NOS. 1,078,312 AND 1,225,776.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE", APART FROM THE MARK AS SHOWN.

SER. NO. 75-857,191, FILED 11-23-1999.

NAAKWAMA ANKRAH, EXAMINING ATTORNEY



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THE APPLE STORE

Word Mark	THE APPLE STORE
Goods and Services	IC 035. US 100 101 102. G & S: online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories. FIRST USE: 19971100. FIRST USE IN COMMERCE: 19971100
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75857191
Filing Date	November 23, 1999
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 7, 2000
Registration Number	2424976
Registration Date	January 30, 2001
Owner	(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R La Perle
Prior	

Registrations 1078312;1225776
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE" APART FROM THE MARK AS SHOWN
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20110208.
Renewal 1ST RENEWAL 20110208
Live/Dead Indicator LIVE

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Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 2,462,798

Registered June 19, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

APPLESTORE

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FIRST USE 11-1-1997; IN COMMERCE 11-1-1997.

FOR: ONLINE RETAIL STORE SERVICES PROVIDED VIA A GLOBAL COMPUTER NETWORK FEATURING COMPUTERS, COMPUTER HARDWARE, COMPUTER SYSTEMS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND ACCESSORIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE", APART FROM THE MARK AS SHOWN.

SN 75-857,151, FILED 11-23-1999.

NAAKWAMA ANKRAH, EXAMINING ATTORNEY

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APPLE STORE

Word Mark	APPLE STORE
Goods and Services	IC 035. US 100 101 102. G & S: online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories. FIRST USE: 19971101. FIRST USE IN COMMERCE: 19971101
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75857151
Filing Date	November 23, 1999
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	June 20, 2000
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	2462798
Registration Date	June 19, 2001
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED

Attorney of Record	Thomas R. La Perle
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20110411.
Renewal	1ST RENEWAL 20110411
Live/Dead Indicator	LIVE

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Int. Cls.: 35 and 39

Prior U.S. Cls.: 100, 101, 102, and 105

United States Patent and Trademark Office

Reg. No. 2,926,853

Registered Feb. 15, 2005

**SERVICE MARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: ANALYSIS AND CONSULTATION IN THE FIELD OF BUSINESS INFORMATION MANAGEMENT, NAMELY, THE SELECTION, ADOPTION AND OPERATION OF COMPUTERS AND COMPUTER INFORMATION MANAGEMENT SYSTEMS; PROVIDING INFORMATION IN THE FIELDS OF BUSINESS AND COMMERCE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; BUSINESS SERVICES, NAMELY, PROVIDING COMPUTER DATABASES REGARDING THE PURCHASE AND SALE OF A WIDE VARIETY OF PRODUCTS AND SERVICES OF OTHERS; BUSINESS SERVICES, NAMELY, DISSEMINATION OF ADVERTISING FOR OTHERS VIA COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; RETAIL STORE SERVICES FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO; ONLINE RETAIL STORE SERVICES PROVIDED VIA COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS FEATURING COMPUTERS, COMPU-

TER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1983; IN COMMERCE 0-0-1983.

FOR: COMPUTERIZED DATA STORAGE SERVICES; DATA STORAGE RELATING TO BUSINESS, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 0-0-1985; IN COMMERCE 0-0-1985.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 2593671, FILED 2-26-2002, DATED 0-0-0000.

OWNER OF U.S. REG. NOS. 1,114,431, 1,401,154, AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SN 78-155,188, FILED 8-16-2002.

NORA BUCHANAN WILL, EXAMINING ATTORNEY

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Goods and Services

IC 035. US 100 101 102. G & S: analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto. FIRST USE: 19830000. FIRST USE IN COMMERCE: 19830000

IC 039. US 100 105. G & S: computerized data storage services; data storage relating to business. FIRST USE: 19850000. FIRST USE IN COMMERCE: 19850000

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

Serial Number

78155188

Filing Date

August 16, 2002

Current Basis

1A

Original Filing Basis

1B;44D

Published for Opposition

July 29, 2003

Registration Number

2926853

International

Registration Number 0871151

Registration Date February 15, 2005

Owner (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Thomas R. La Perle

Priority Date February 26, 2002

Prior Registrations 1114431;1130288;1401154;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite removed.

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20150228.

Renewal 1ST RENEWAL 20150228

Live/Dead Indicator LIVE

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